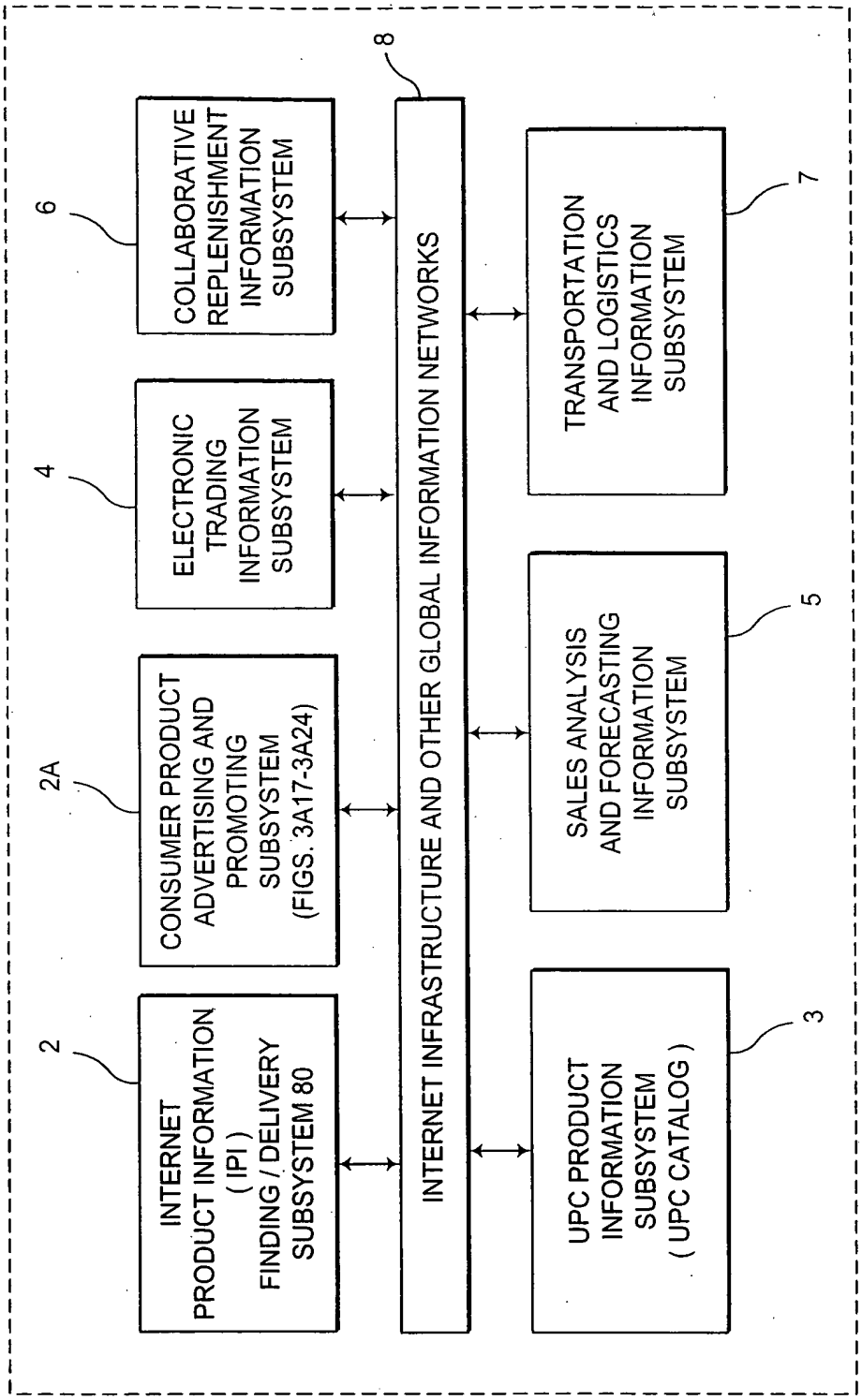
OIPE IAP94
MAR 14 2008
PATENT & TRADEMARK OFFICE



First Illustrative Embodiment

FIG. 1

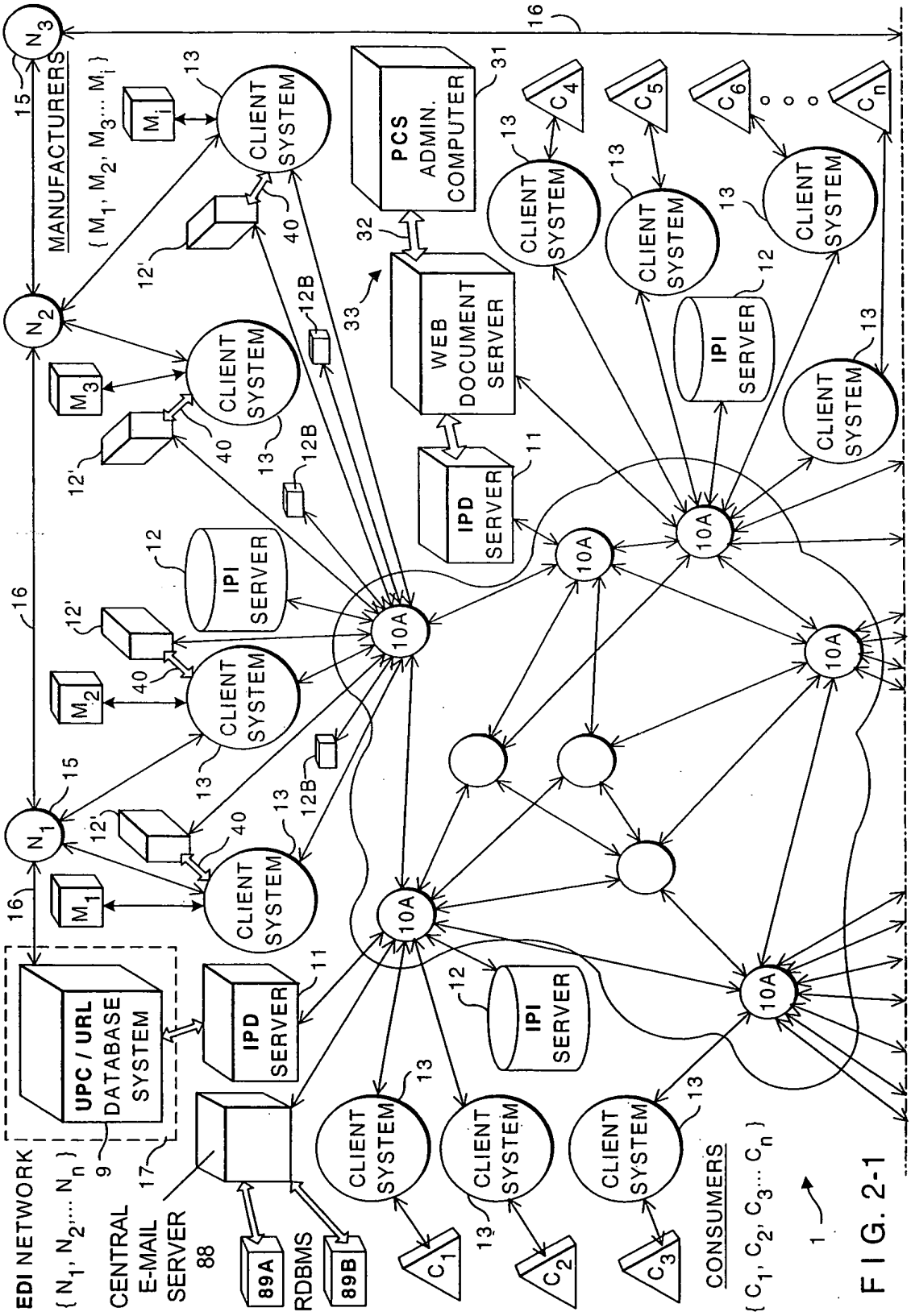

EDI NETWORK
{ N1, N2,... Nn }
CENTRAL E-MAIL SERVER 88
UPC / URL DATABASE SYSTEM
IPD SERVER
IPI SERVER
WEB DOCUMENT SERVER
PCS ADMIN. COMPUTER
CLIENT SYSTEM
MANUFACTURERS
{ M1, M2, M3... Mi }
CONSUMERS
{ C1, C2, C3... Cn }
RDBMS
89A
89B
10A
N1
N2
N3
M1
M2
M3
Mi
C1
C2
C3
C4
C5
C6
Cn

FIG. 2-1

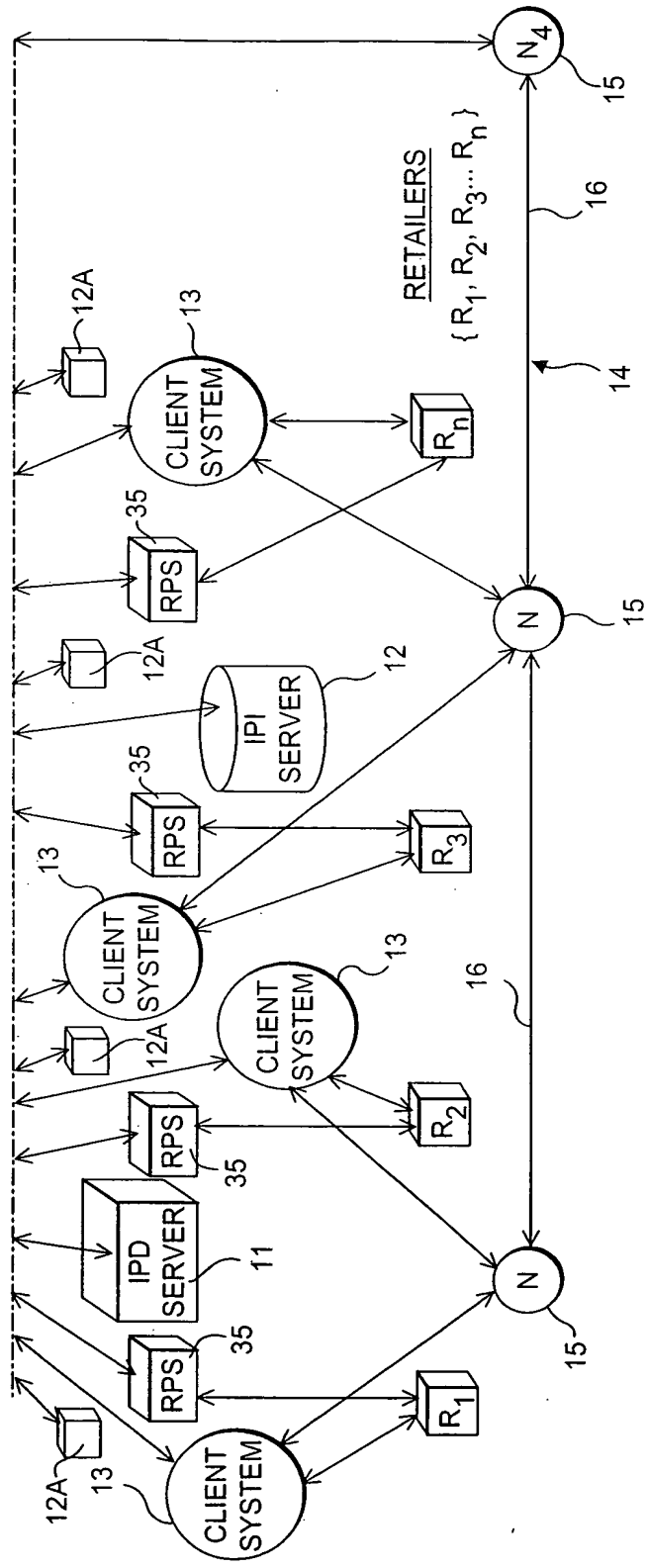

N4
15
RETAILERS
{R1, R2, R3... Rn}
16
14
12A
13
CLIENT SYSTEM
Rn
35
RPS
N
15
12A
IPI SERVER
12
35
RPS
R3
13
CLIENT SYSTEM
12A
CLIENT SYSTEM
13
16
R2
RPS
35
IPD SERVER
11
N
15
35
RPS
R1
12A
13
CLIENT SYSTEM

FIG. 2-2

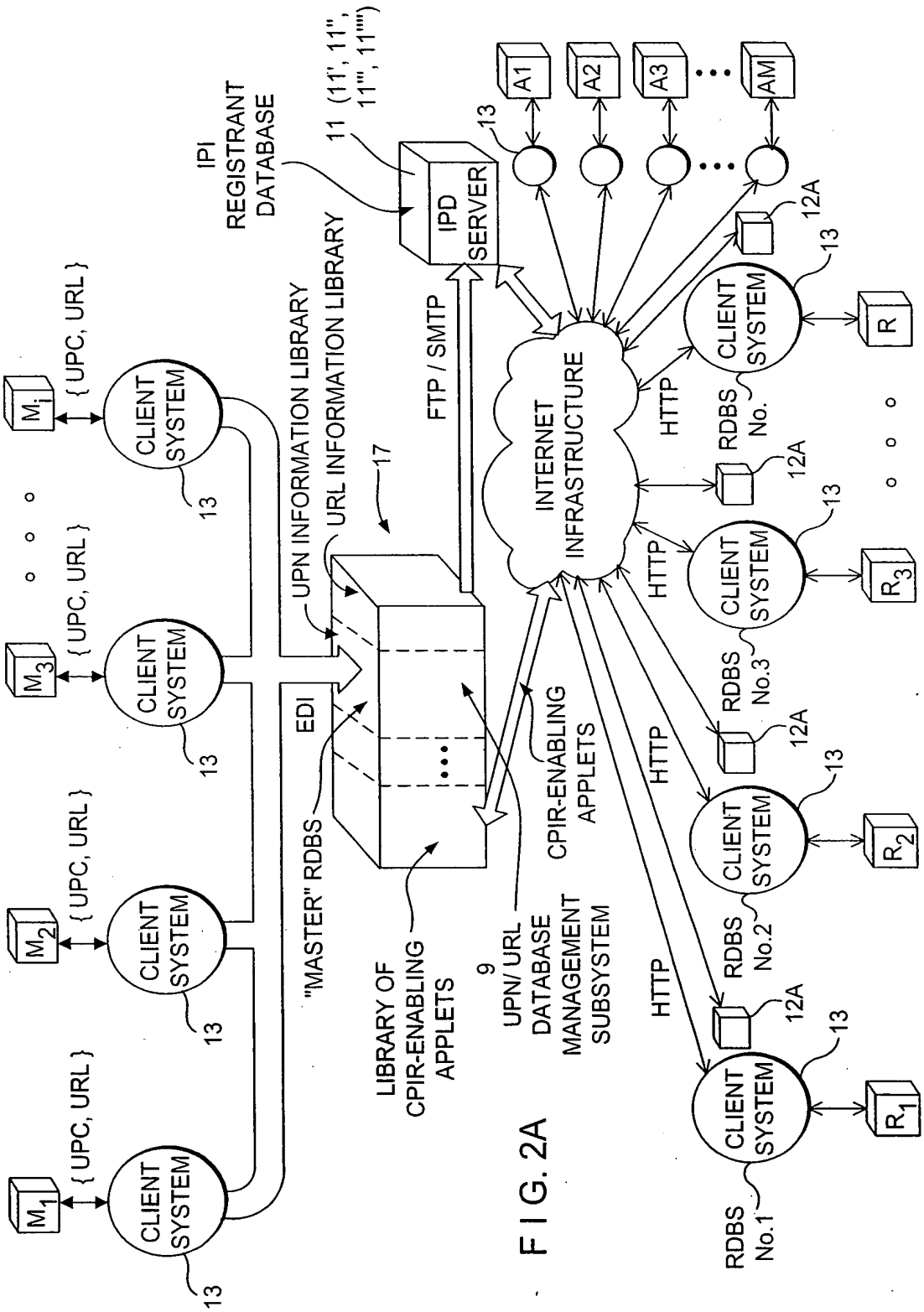

IPI REGISTRANT DATABASE
11 (11', 11", 11"', 11"")
IPD SERVER
13
A1
A2
A3
AM
12A
CLIENT SYSTEM
R
RDBS No.
HTTP
INTERNET INFRASTRUCTURE
FTP / SMTP
UPN INFORMATION LIBRARY
URL INFORMATION LIBRARY
17
EDI
"MASTER" RDBS
LIBRARY OF CPIR-ENABLING APPLETS
9
UPN/ URL DATABASE MANAGEMENT SUBSYSTEM
CPIR-ENABLING APPLETS
{UPC, URL}
M1
M2
M3
R1
R2
R3
RDBS No.1
RDBS No.2
RDBS No.3

FIG. 2A

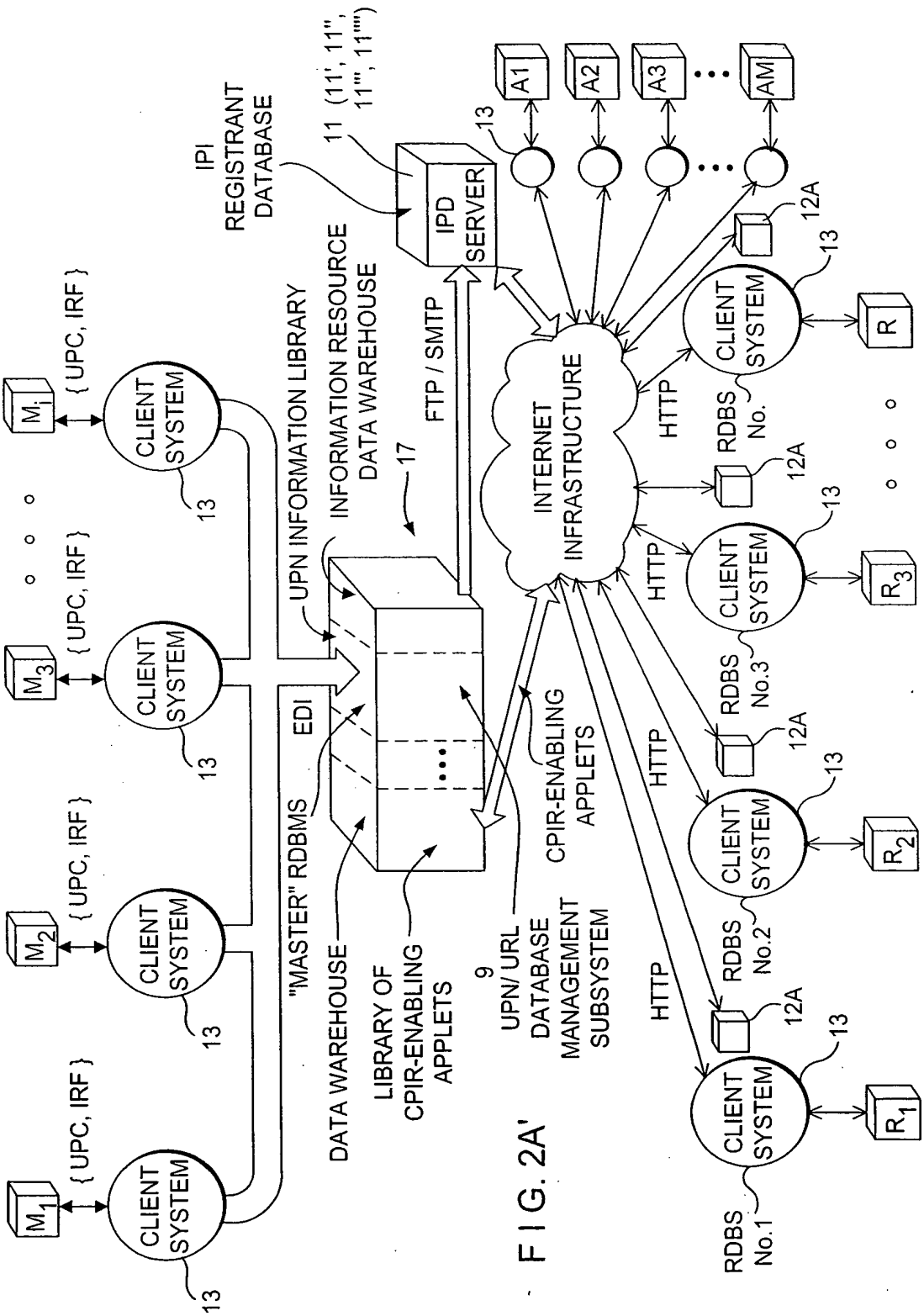
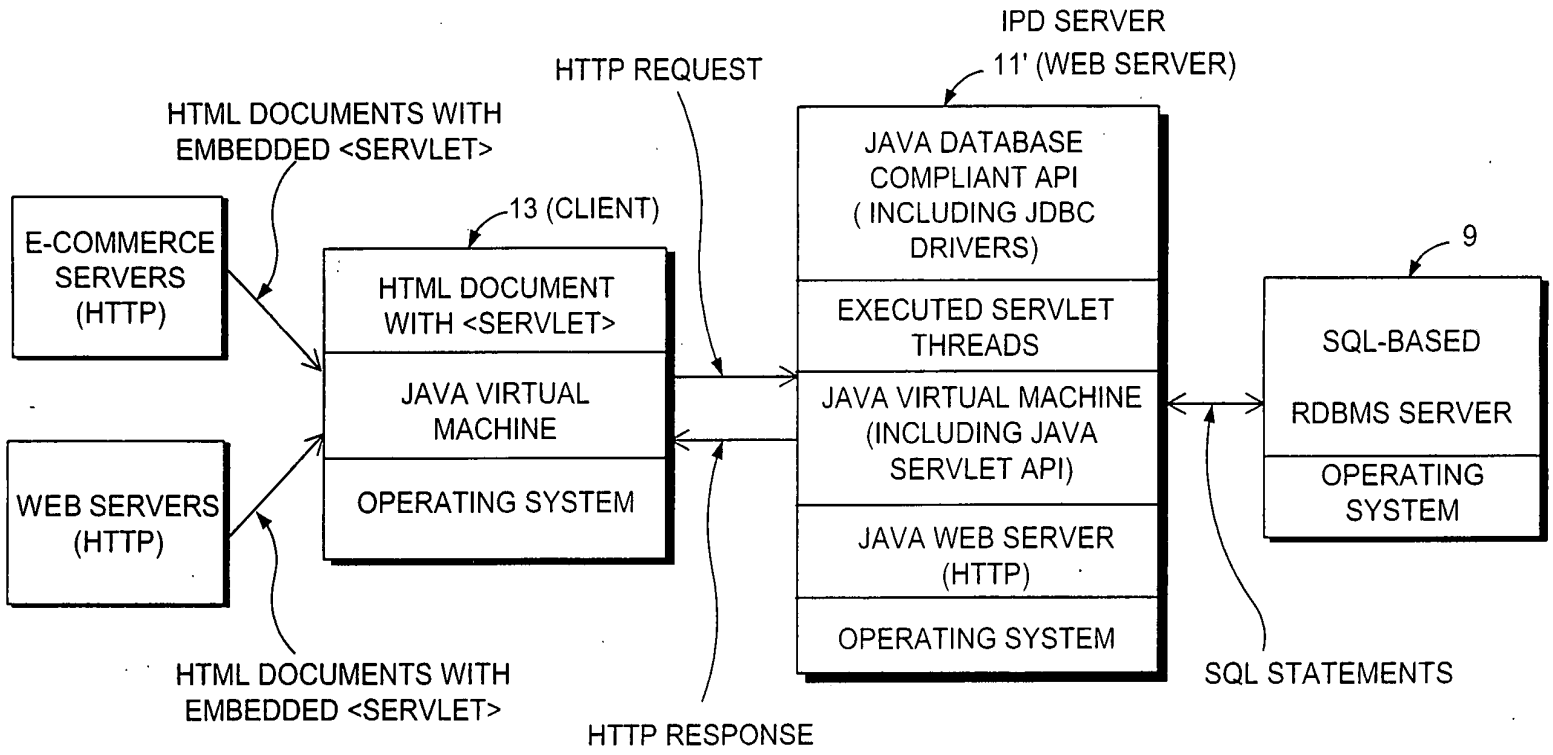

IPI REGISTRANT DATABASE
11 (11', 11", 11"', 11"")
IPD SERVER
13
A1
A2
A3
AM
12A
CLIENT SYSTEM
R
R3
R2
R1
RDBS No.
RDBS No.3
RDBS No.2
RDBS No.1
HTTP
INTERNET INFRASTRUCTURE
FTP / SMTP
17
INFORMATION RESOURCE DATA WAREHOUSE
UPN INFORMATION LIBRARY
"MASTER" RDBMS
EDI
DATA WAREHOUSE
LIBRARY OF CPIR-ENABLING APPLETS
9
UPN/ URL DATABASE MANAGEMENT SUBSYSTEM
CPIR-ENABLING APPLETS
{ UPC, IRF }
M1
M2
M3
Mi

FIG. 2A'

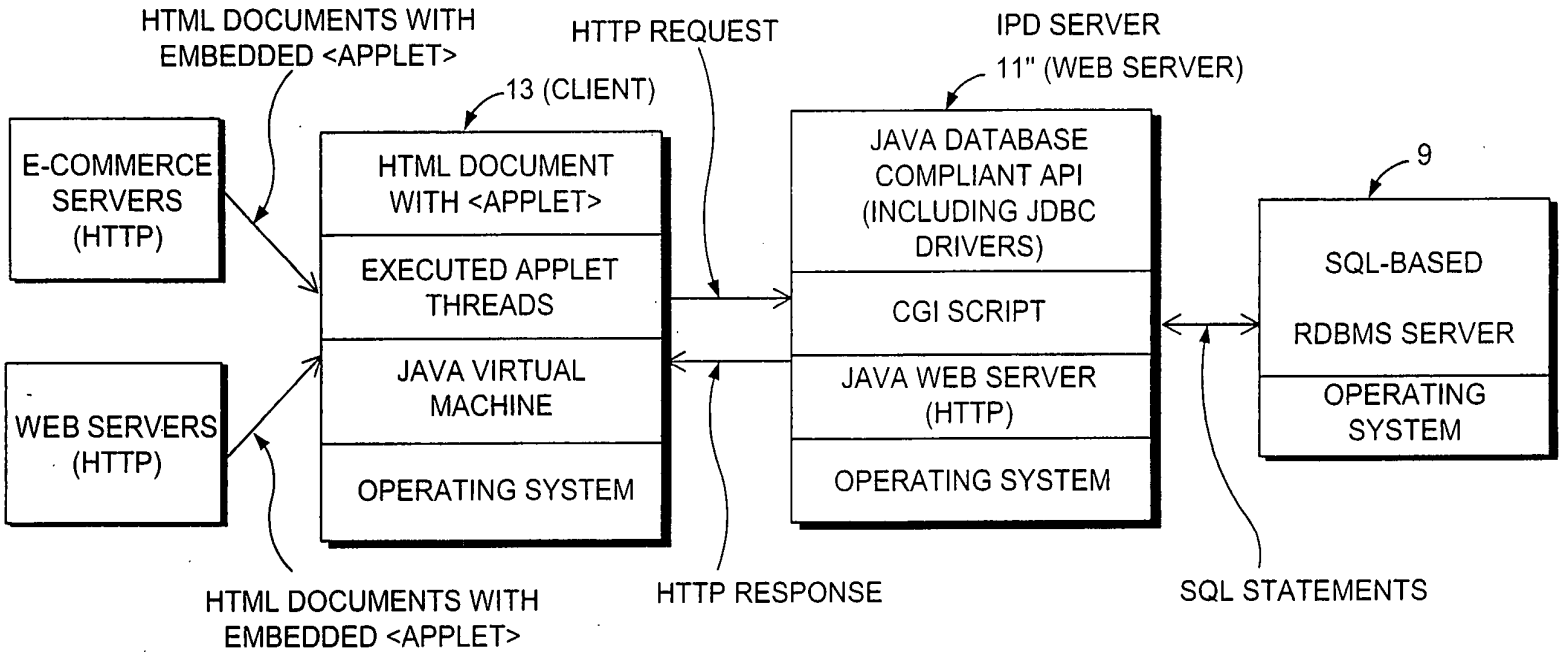
MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS



F I G. 2B1

Replacement Sheet

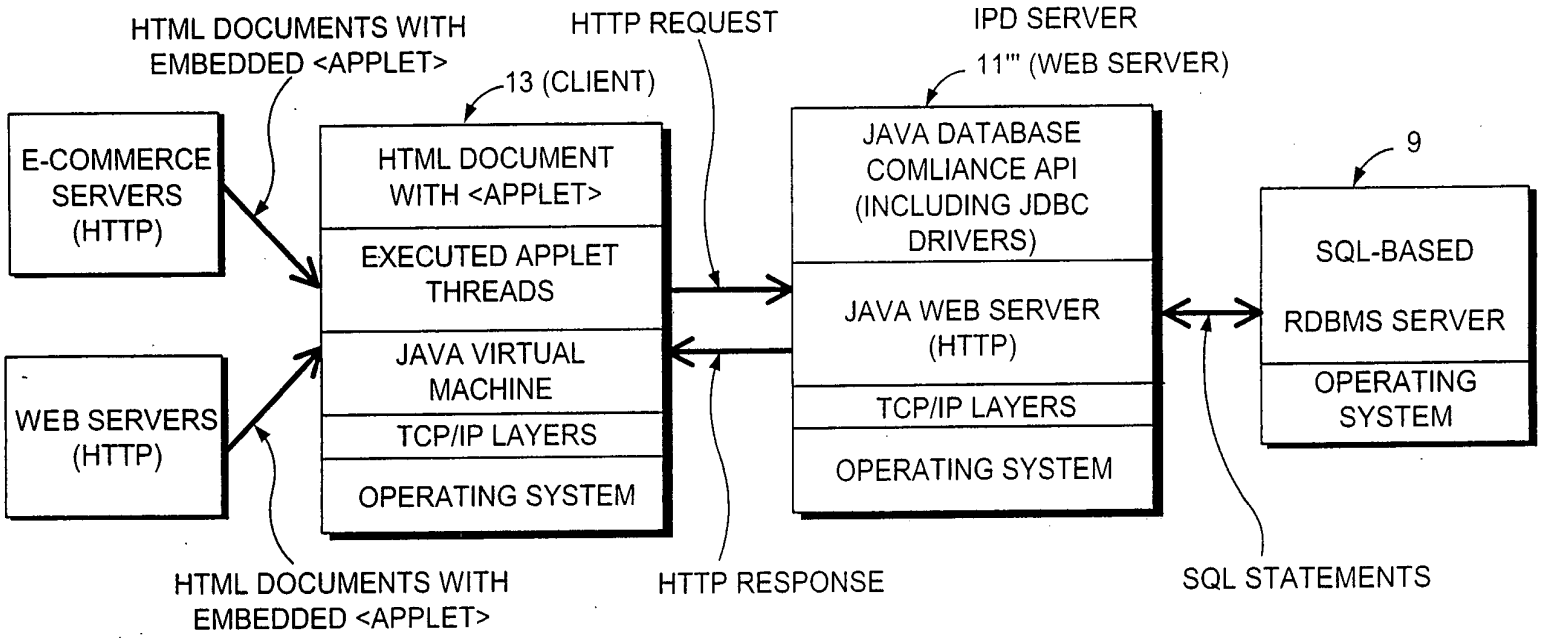
MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIs



F I G. 2B2

Replacement Sheet

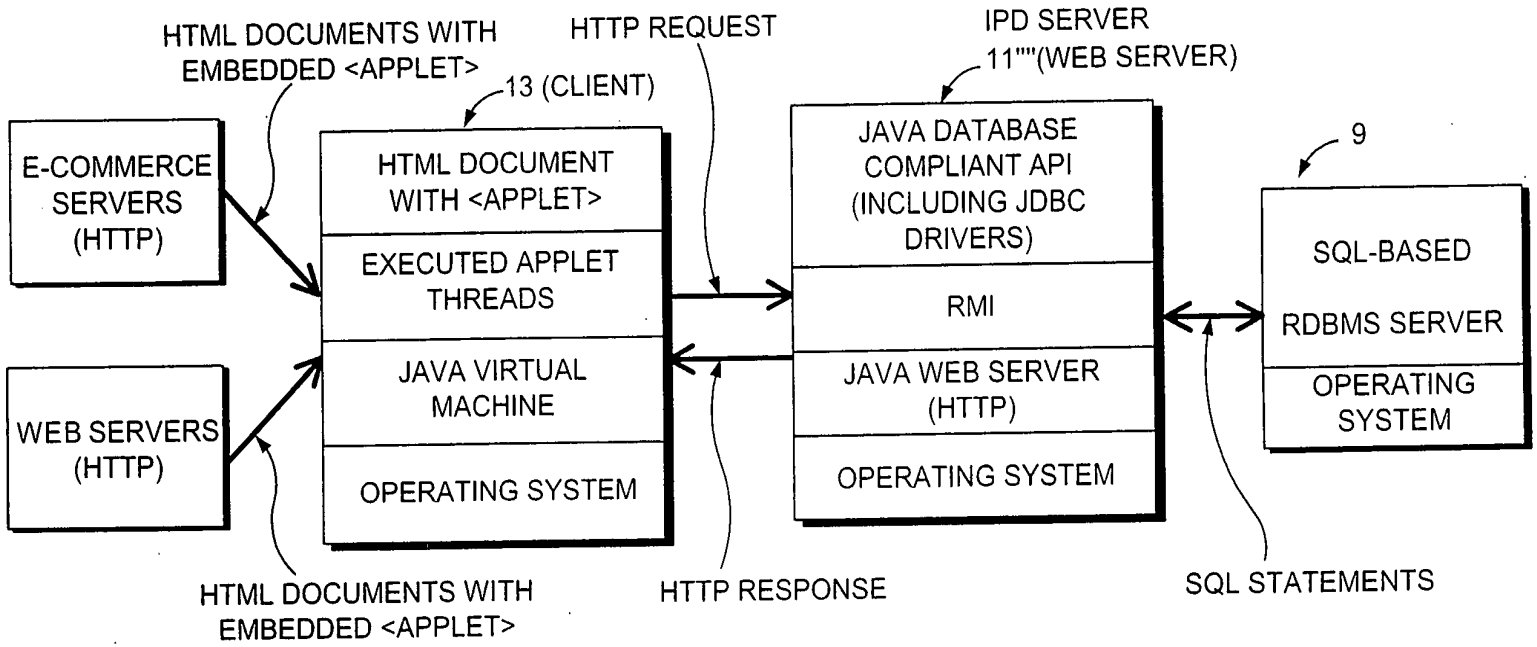
MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS



F I G. 2B3

Replacement Sheet

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER



F I G. 2B4

Replacement Sheet

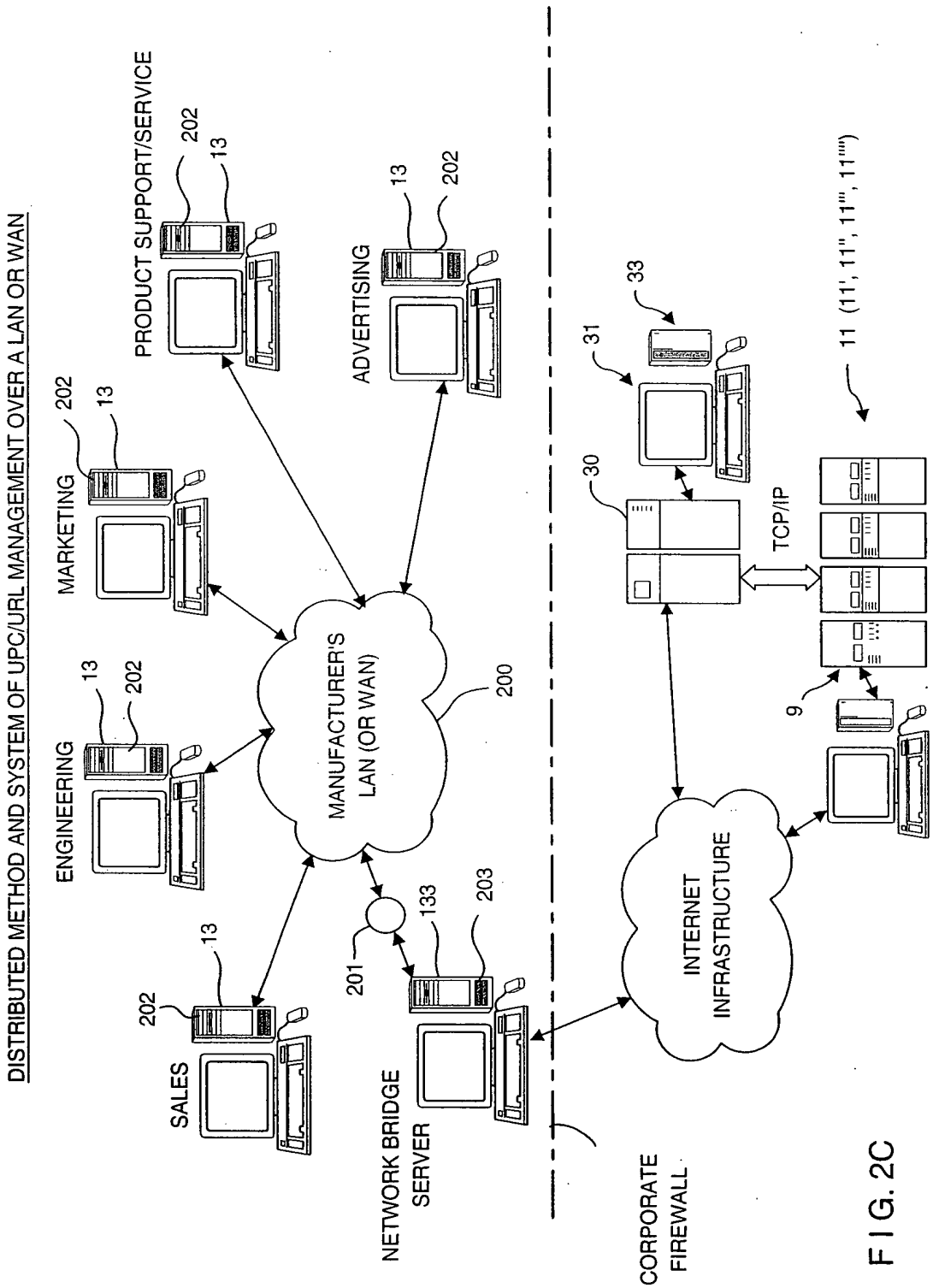

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN
PRODUCT SUPPORT/SERVICE
202
13
MARKETING
202
13
ADVERTISING
13
202
ENGINEERING
13
202
SALES
13
202
MANUFACTURER'S
LAN (OR WAN)
200
201
133
203
NETWORK BRIDGE
SERVER
CORPORATE
FIREWALL
INTERNET
INFRASTRUCTURE
30
31
33
TCP/IP
9
11 (11', 11", 11"', 11"")

FIG. 2C

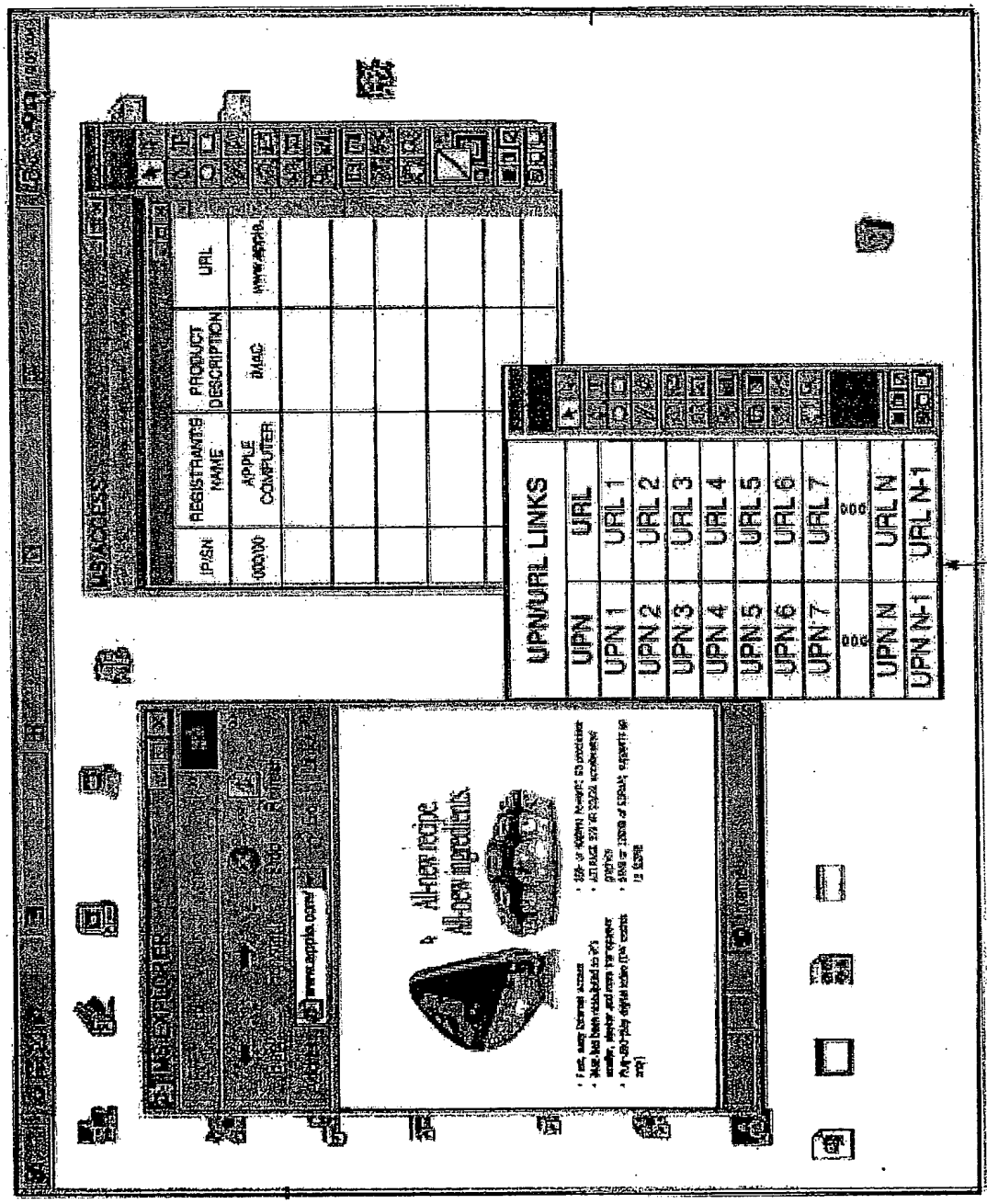

UPN/URL LINKS
UPN
URL
UPN 1
URL 1
UPN 2
URL 2
UPN 3
URL 3
UPN 4
URL 4
UPN 5
URL 5
UPN 6
URL 6
UPN 7
URL 7
UPN N
URL N
UPN N-1
URL N-1
400

FIG. 2C1

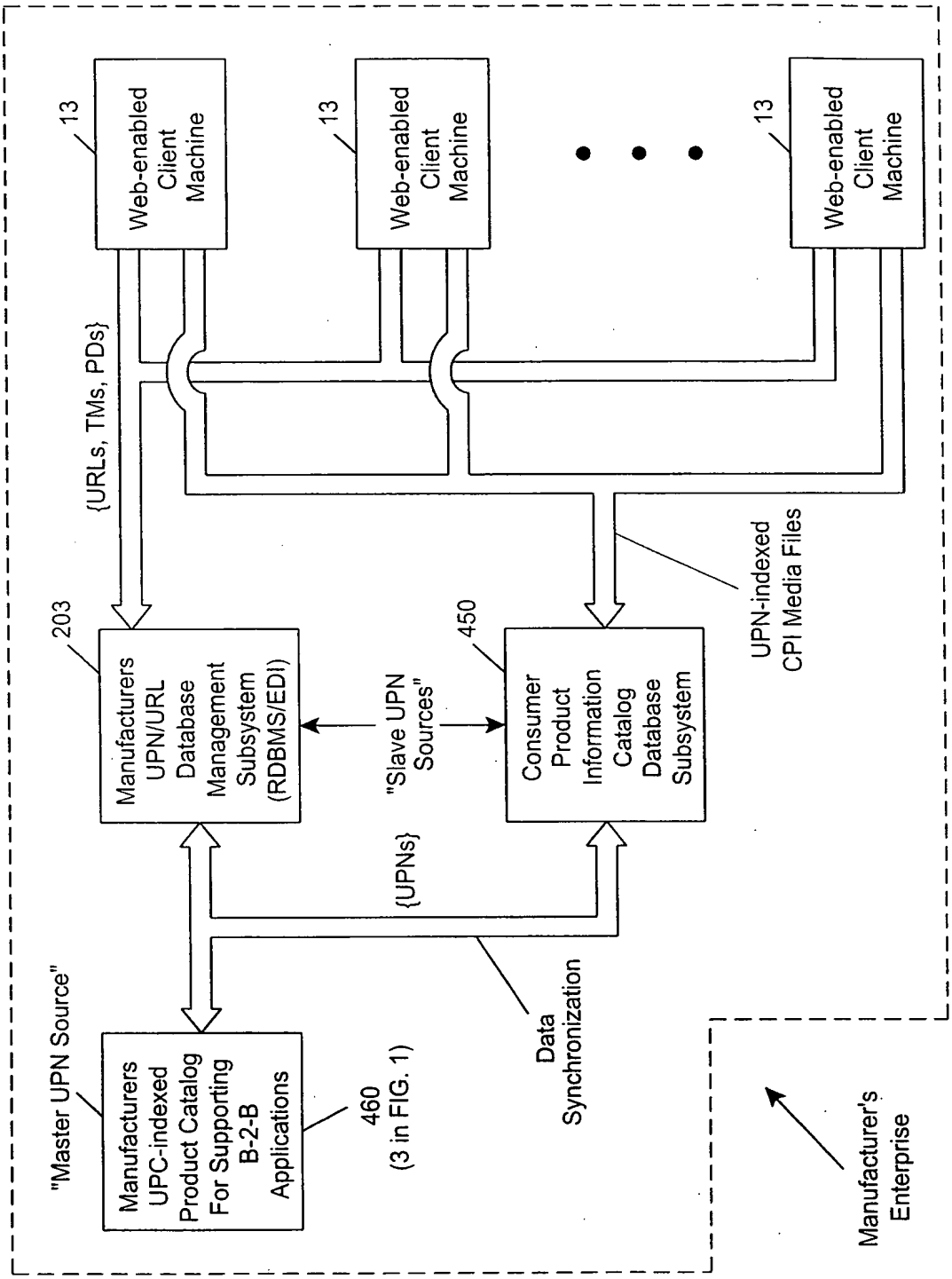

13
Web-enabled Client Machine
13
Web-enabled Client Machine
13
Web-enabled Client Machine
{URLs, TMs, PDs}
UPN-indexed CPI Media Files
203
Manufacturers UPN/URL Database Management Subsystem (RDBMS/EDI)
"Slave UPN Sources"
450
Consumer Product Information Catalog Database Subsystem
{UPNs}
"Master UPN Source"
Manufacturers UPC-indexed Product Catalog For Supporting B-2-B Applications
460
(3 in FIG. 1)
Data Synchronization
Manufacturer's Enterprise

FIG. 2C2

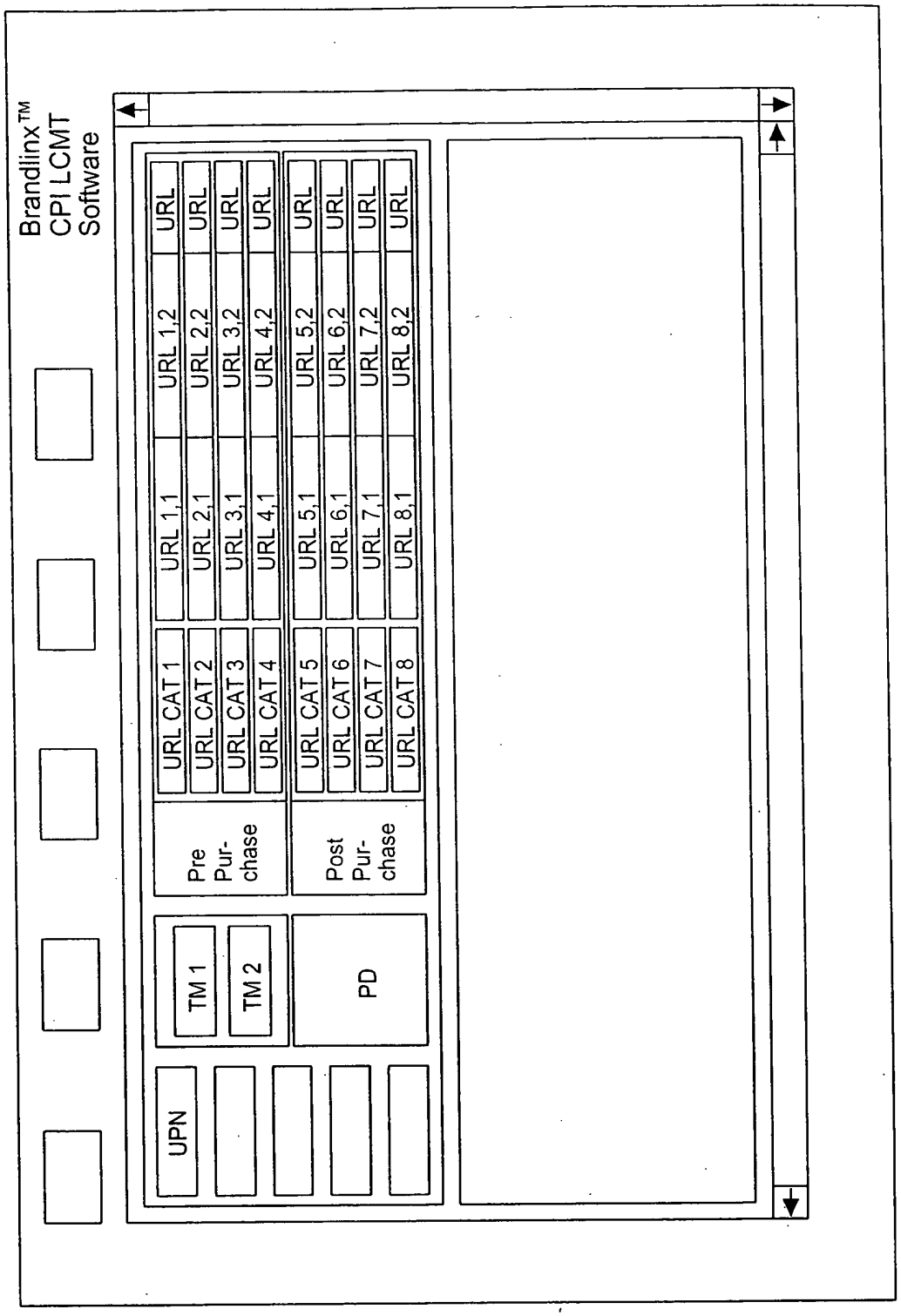

Brandlinx™
CPI LCMT
Software
UPN
TM 1
TM 2
PD
Pre Pur-chase
Post Pur-chase
URL CAT 1
URL CAT 2
URL CAT 3
URL CAT 4
URL CAT 5
URL CAT 6
URL CAT 7
URL CAT 8
URL 1,1
URL 2,1
URL 3,1
URL 4,1
URL 5,1
URL 6,1
URL 7,1
URL 8,1
URL 1,2
URL 2,2
URL 3,2
URL 4,2
URL 5,2
URL 6,2
URL 7,2
URL 8,2
URL

FIG. 2C3

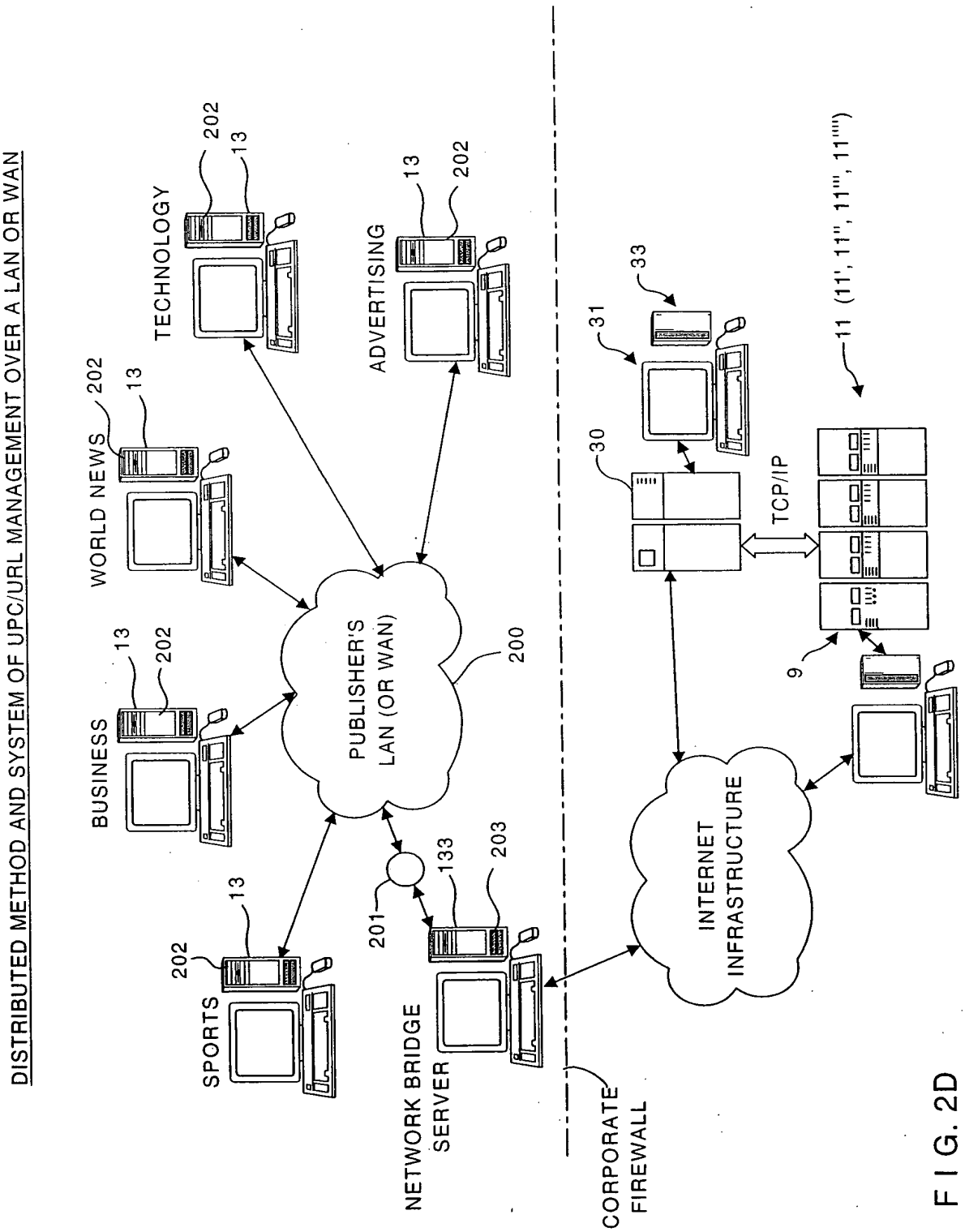

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN
TECHNOLOGY
202
13
WORLD NEWS
202
13
BUSINESS
13
202
SPORTS
202
13
ADVERTISING
13
202
PUBLISHER'S
LAN (OR WAN)
200
201
133
203
NETWORK BRIDGE
SERVER
CORPORATE
FIREWALL
INTERNET
INFRASTRUCTURE
30
31
33
TCP/IP
9
11 (11', 11", 11"', 11"")

FIG. 2D

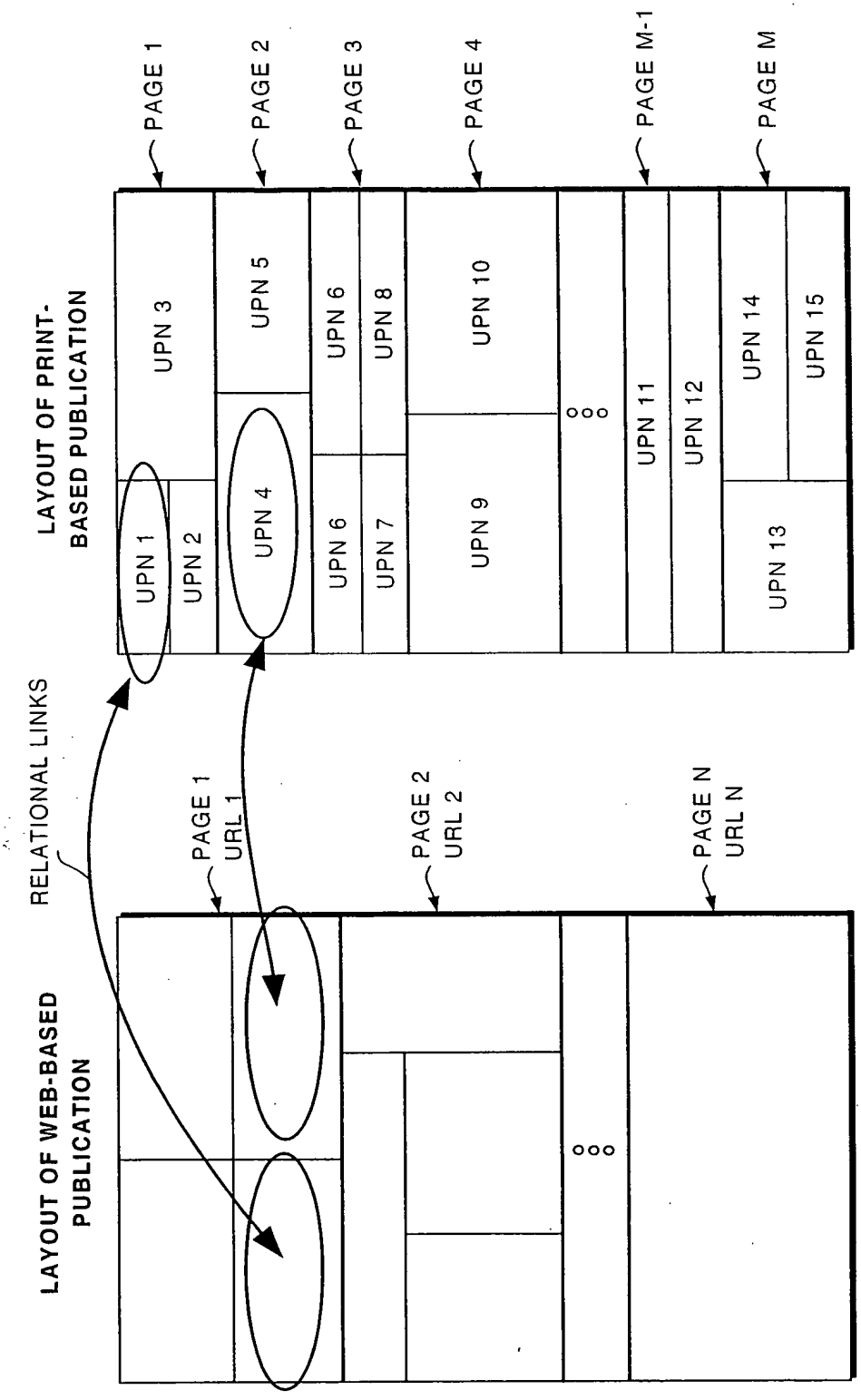


FIG. 2E2

FIG. 2E1

UPN/URL LINKS	
UPN	**URL**
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
⋮	⋮
UPN N	URL N
UPN N-1	URL N-1

400

FIG. 2E3

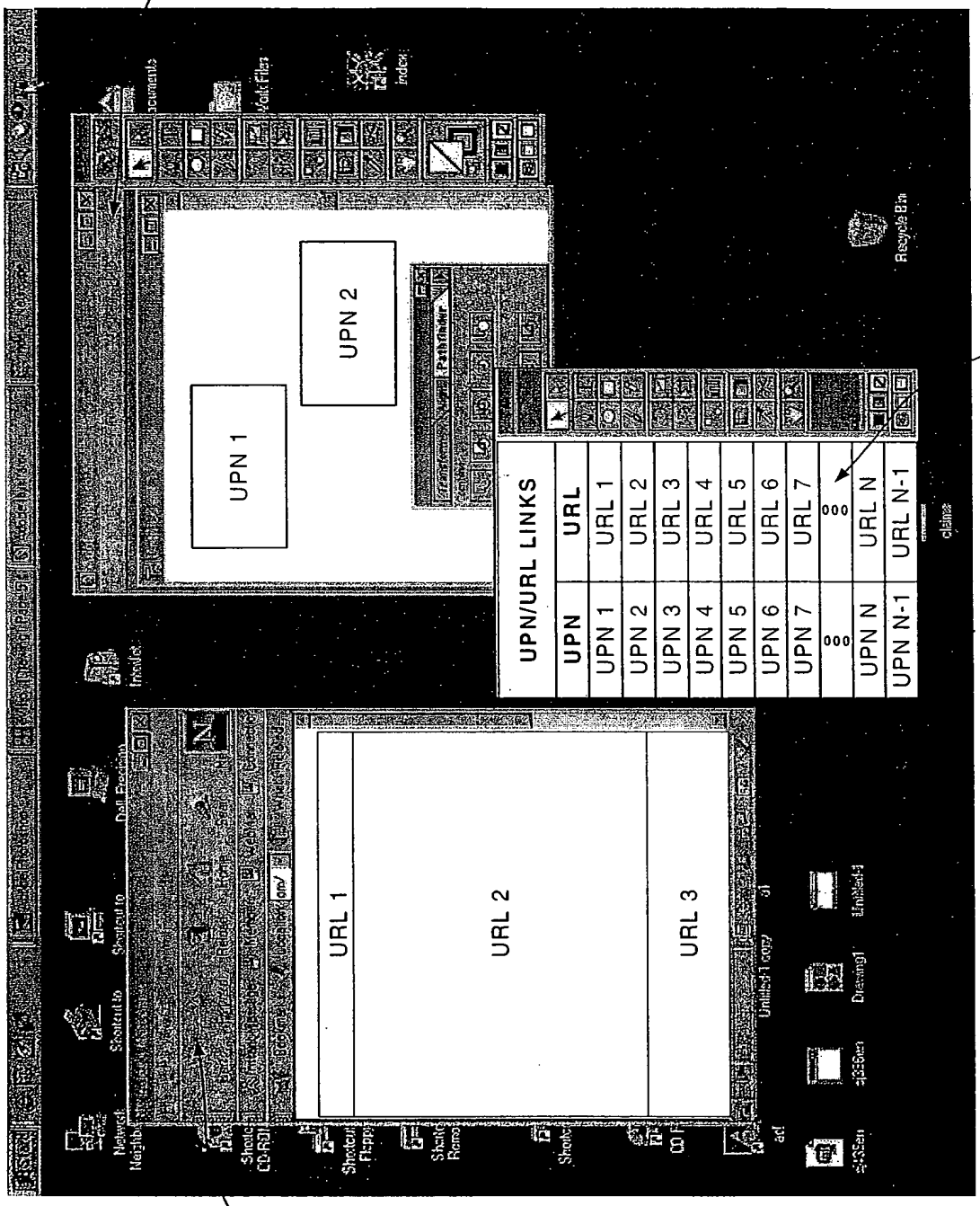

COMPOSITION/EDITORIAL MODE
332
330
400
UPN 1
UPN 2
URL 1
URL 2
URL 3
UPN/URL LINKS
UPN
URL
UPN 1
URL 1
UPN 2
URL 2
UPN 3
URL 3
UPN 4
URL 4
UPN 5
URL 5
UPN 6
URL 6
UPN 7
URL 7
UPN N
URL N
UPN N-1
URL N-1

FIG. 2E4

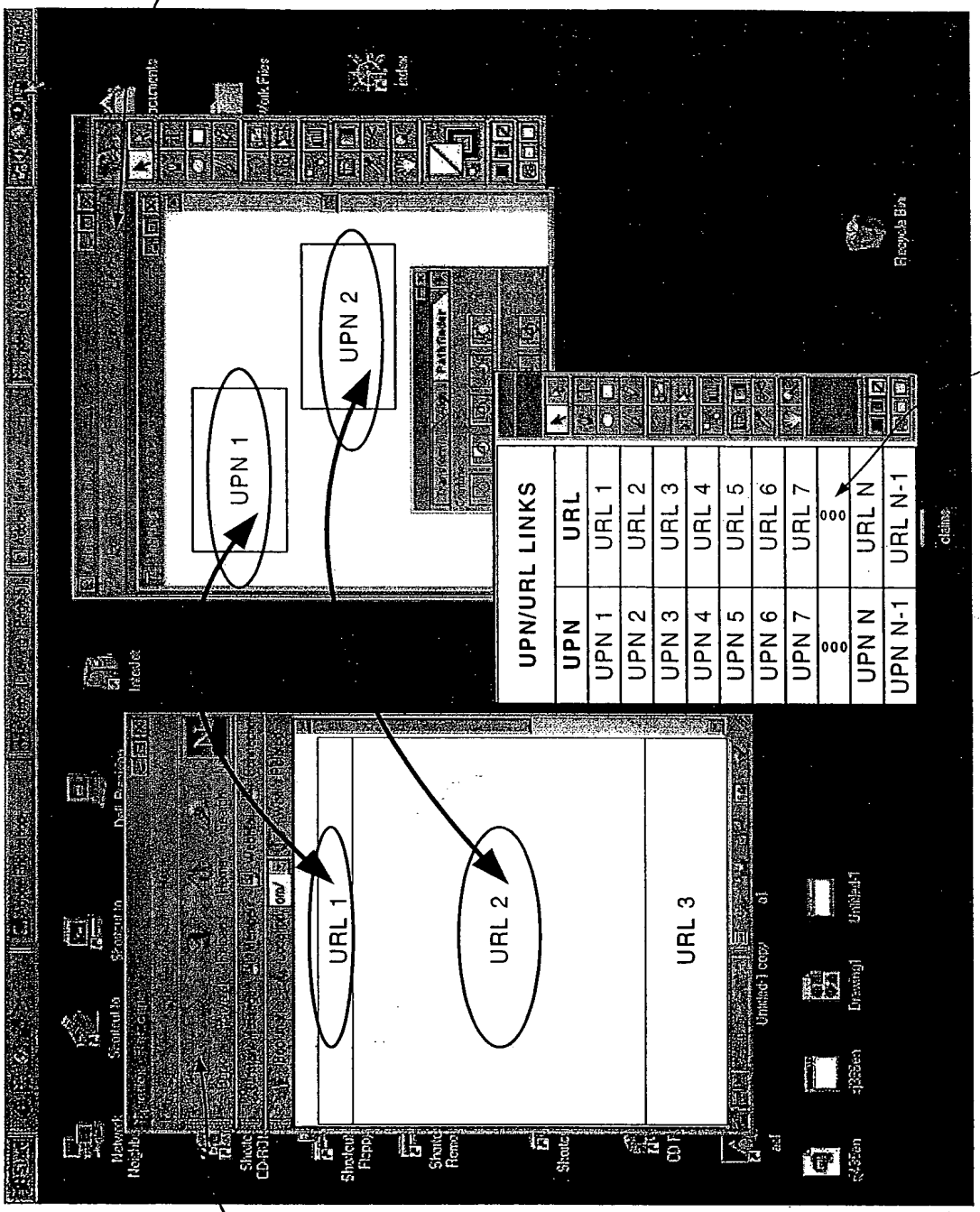

UPN/URL DATA LINKING MODE
332
330
400
UPN 1
UPN 2
URL 1
URL 2
URL 3
UPN/URL LINKS
UPN
URL
UPN 1
URL 1
UPN 2
URL 2
UPN 3
URL 3
UPN 4
URL 4
UPN 5
URL 5
UPN 6
URL 6
UPN 7
URL 7
000
000
UPN N
URL N
UPN N-1
URL N-1

FIG. 2E5

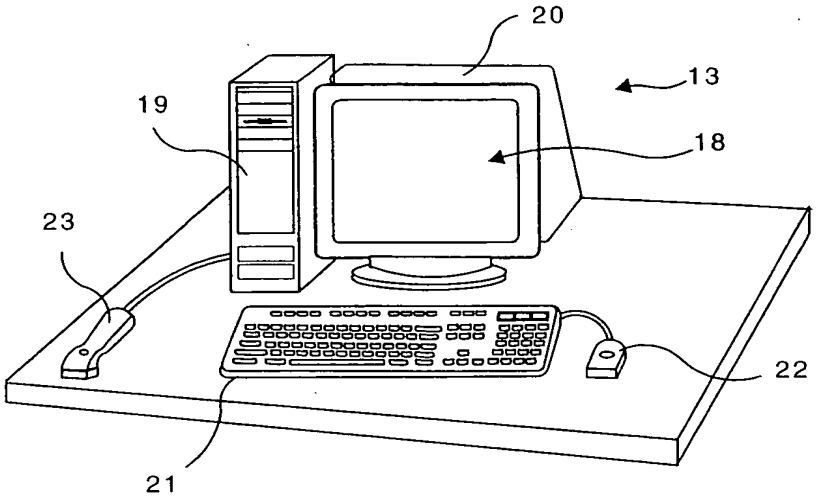


FIG. 3A1

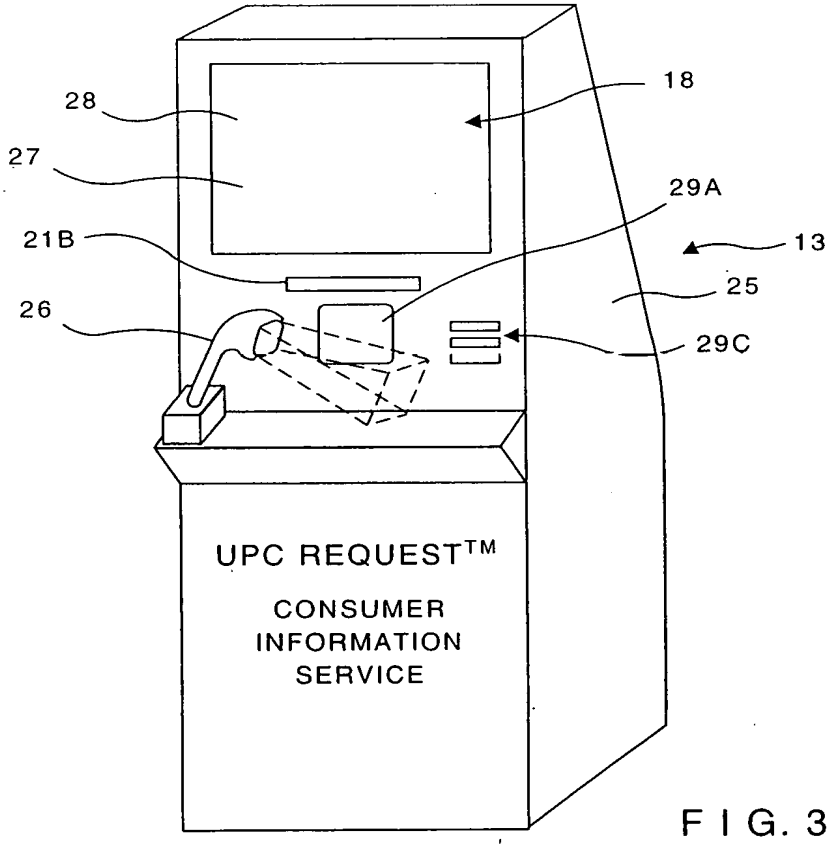
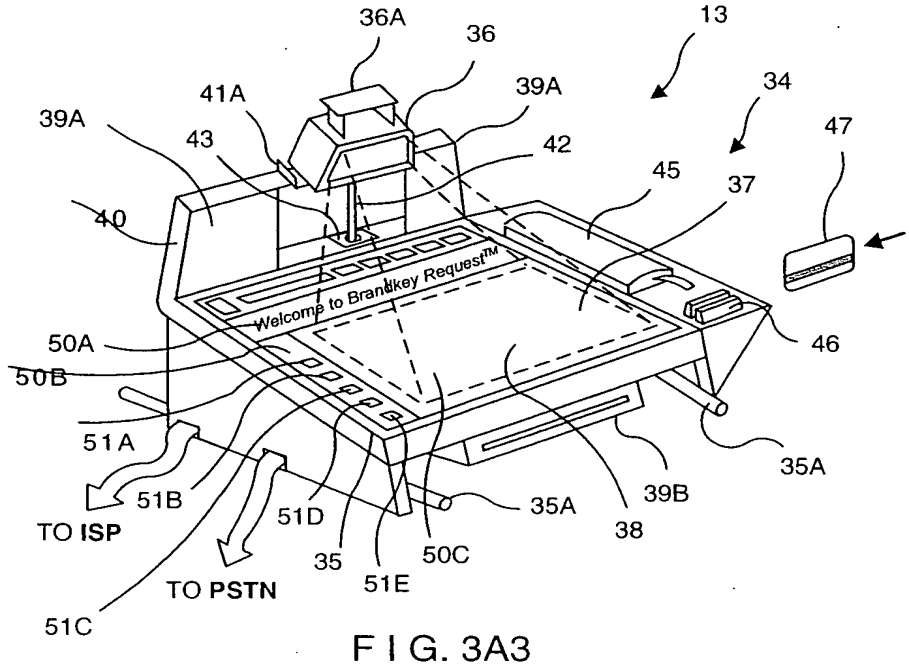
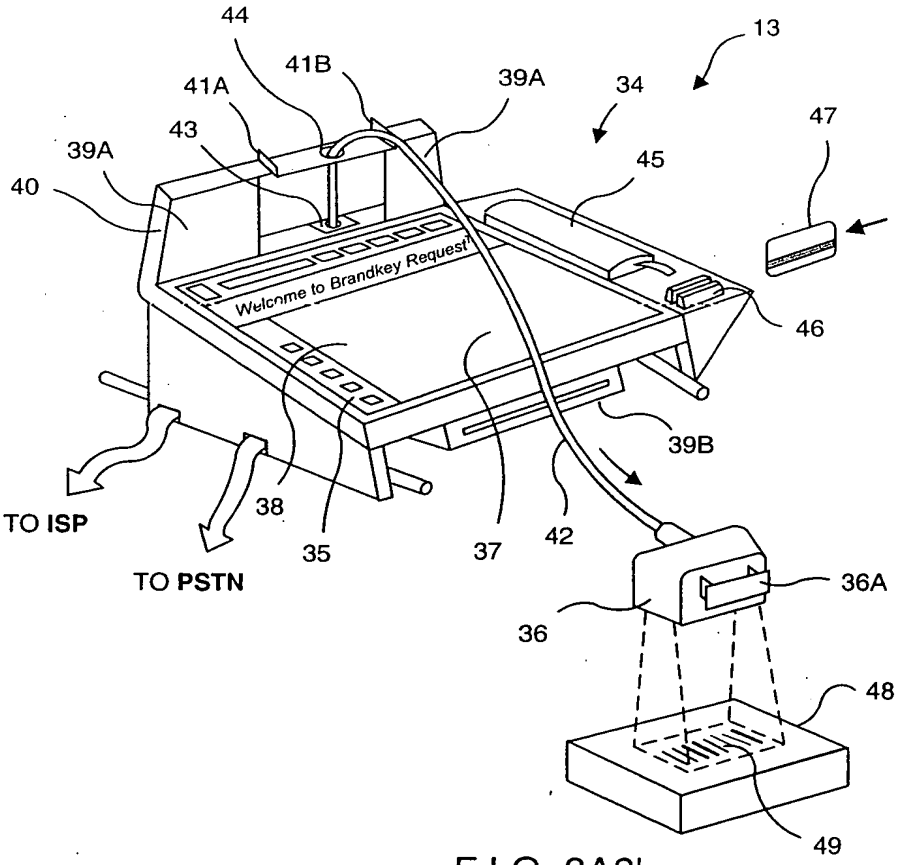


FIG. 3A2



F I G. 3A3



F I G. 3A3'

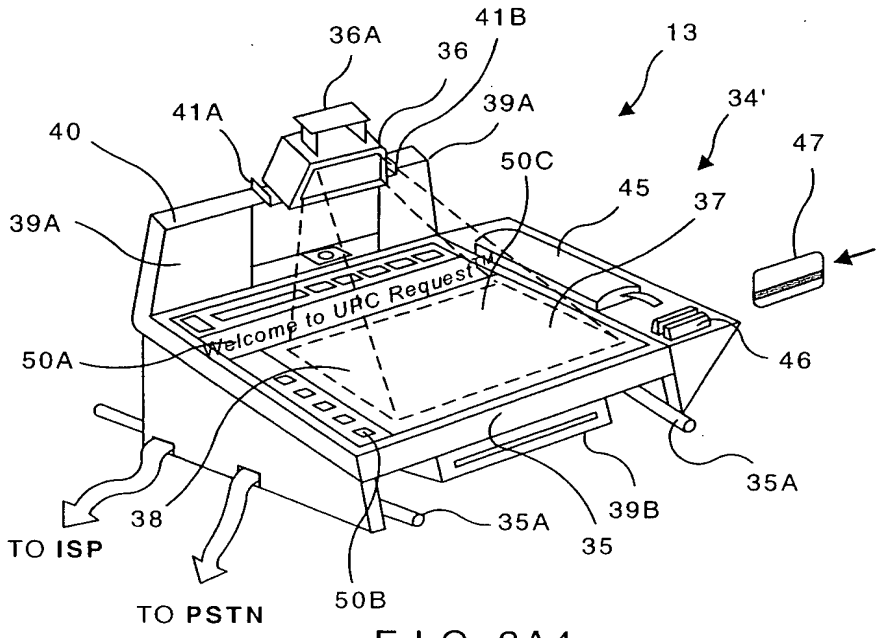


FIG. 3A4

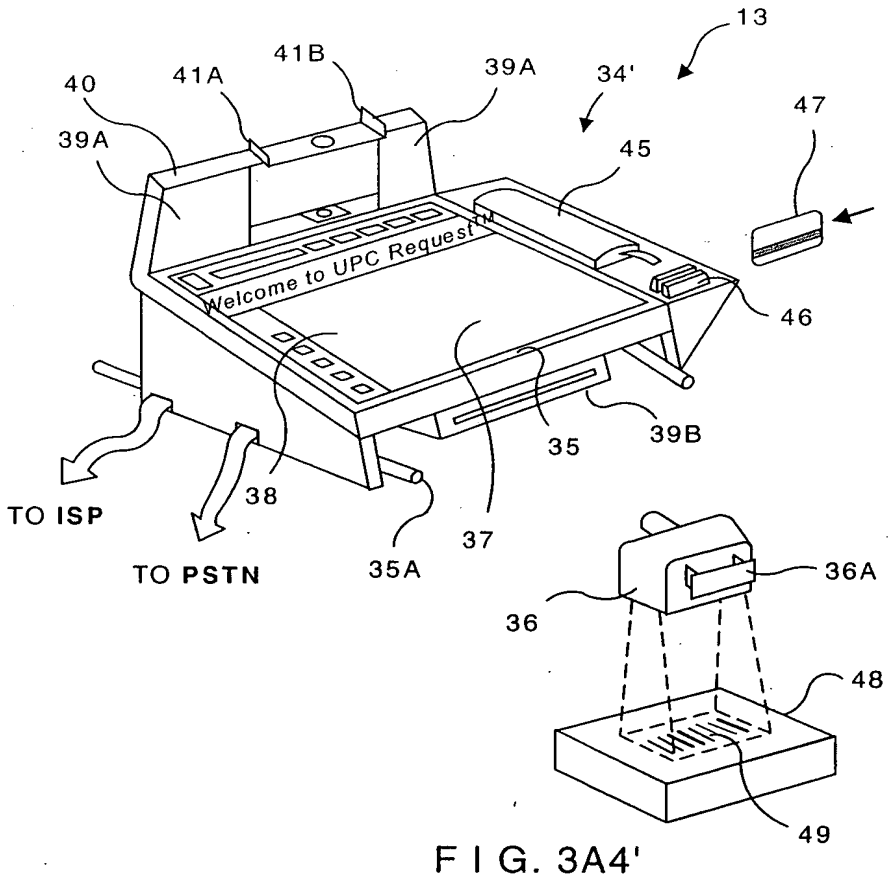


FIG. 3A4'

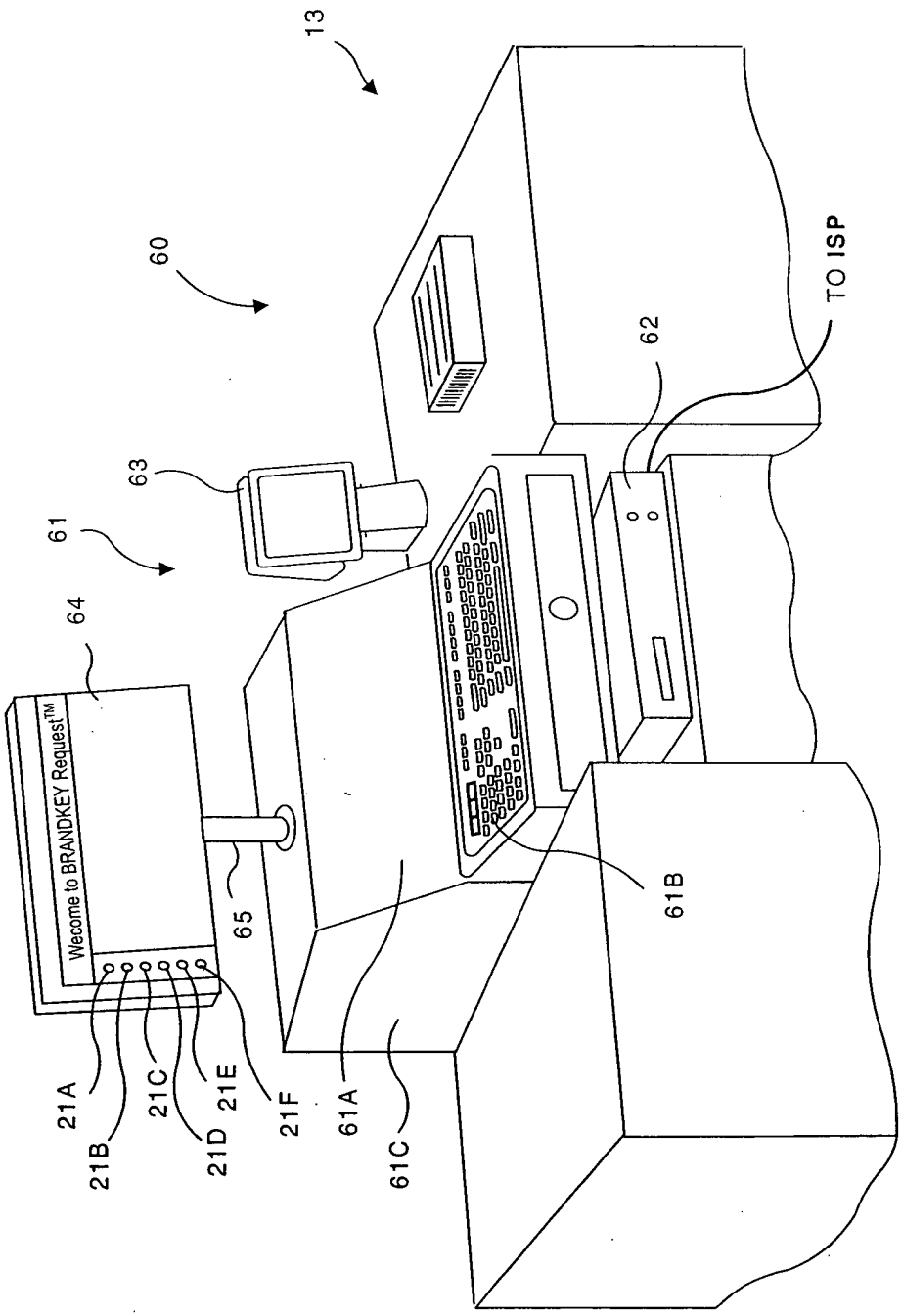

13
60
61
63
64
62
TO ISP
Welcome to BRANDKEY Request™
65
61B
21A
21B
21C
21D
21E
21F
61A
61C

FIG. 3A5

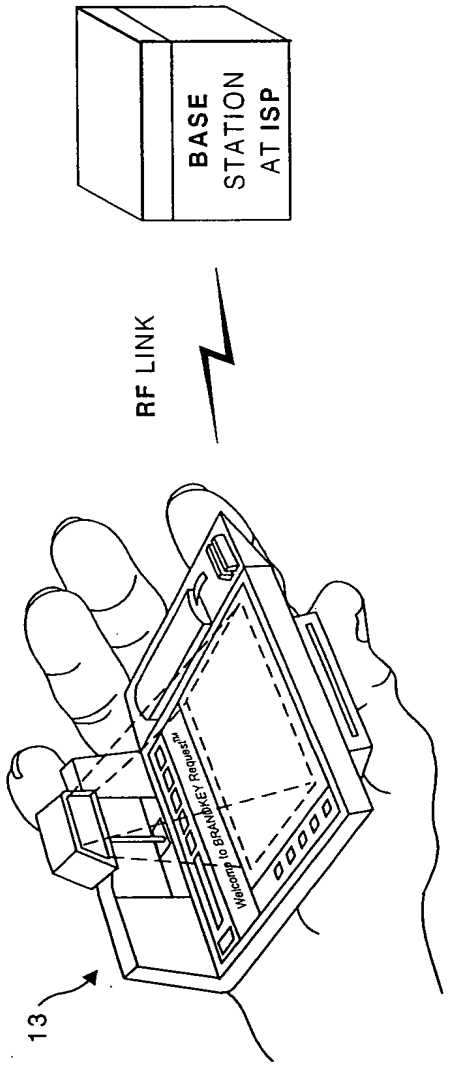


FIG. 3A6

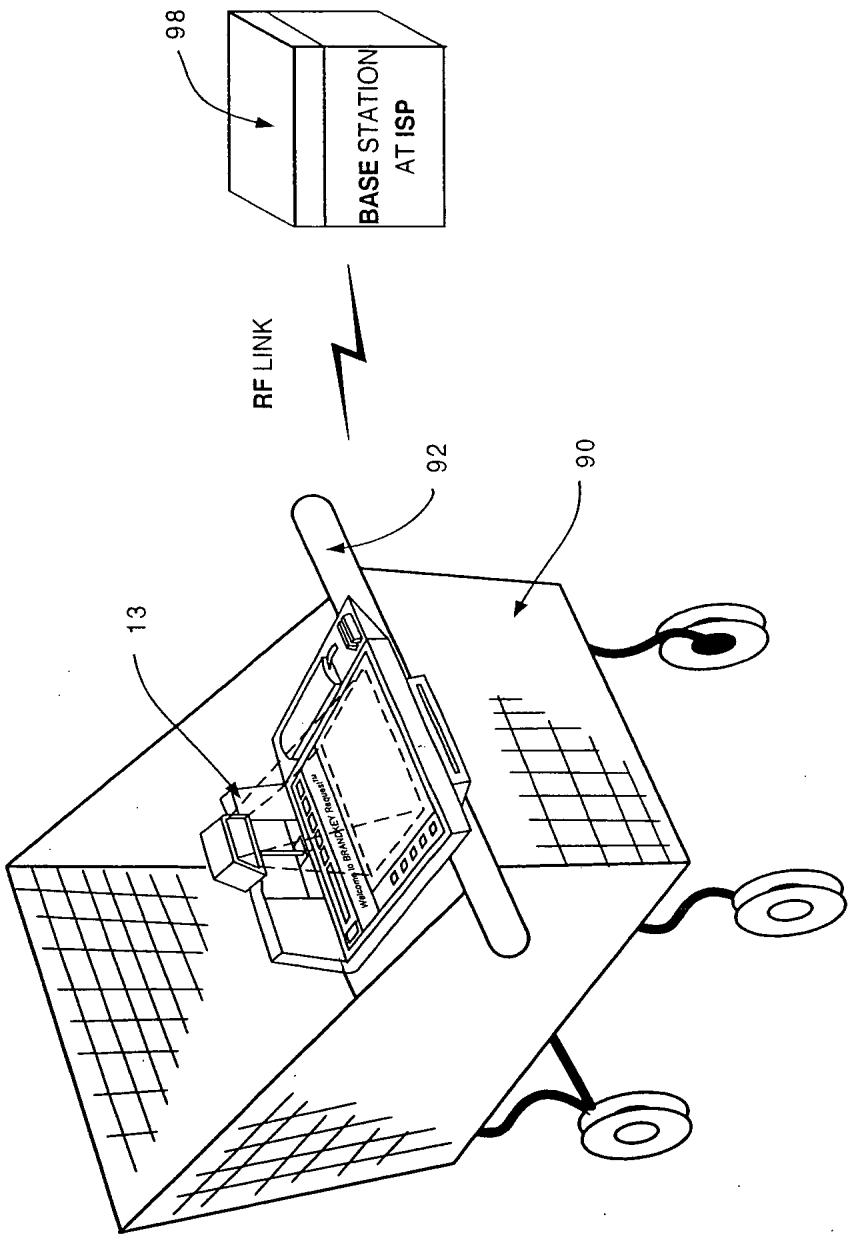


FIG. 3A7

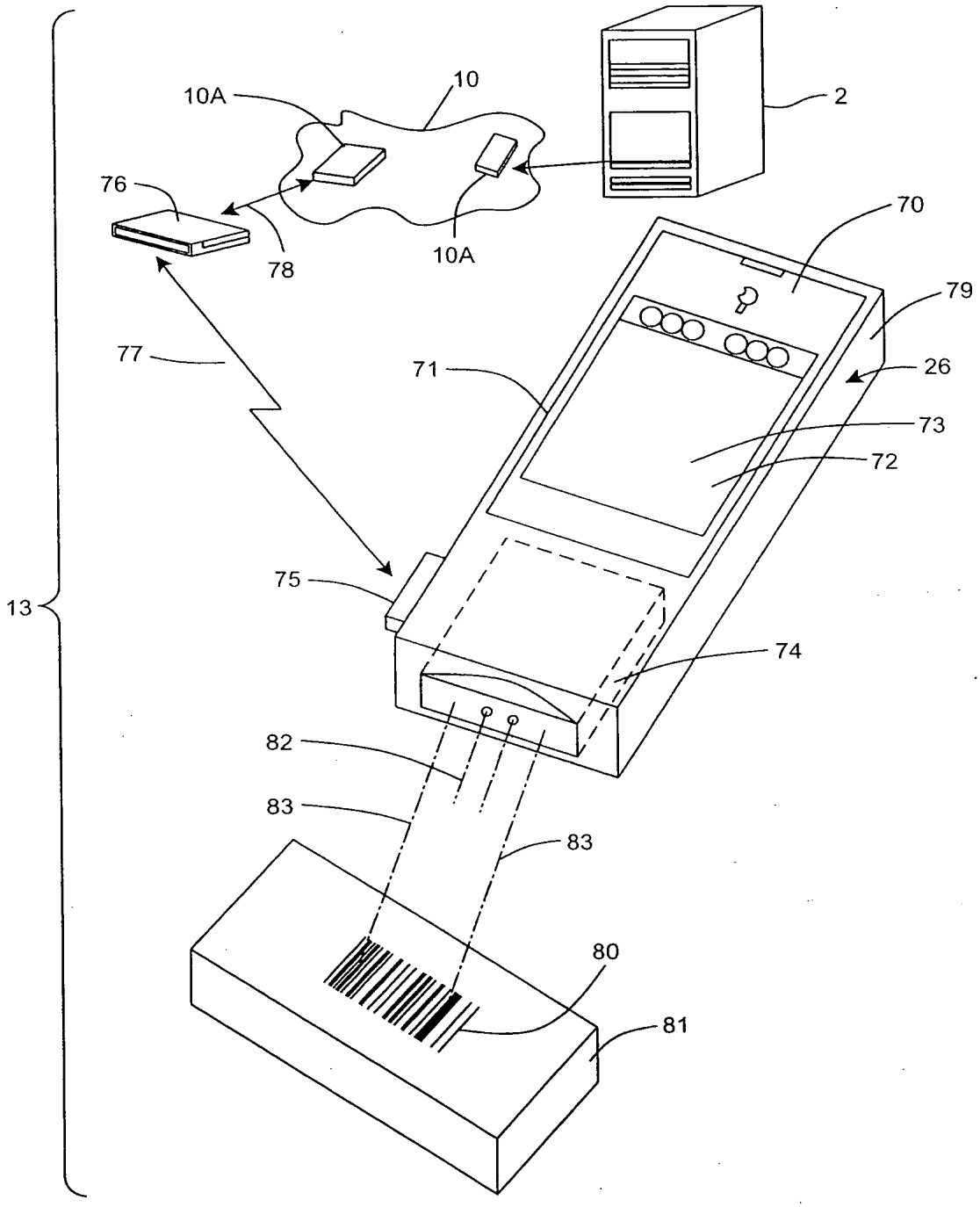


FIG. 3A8

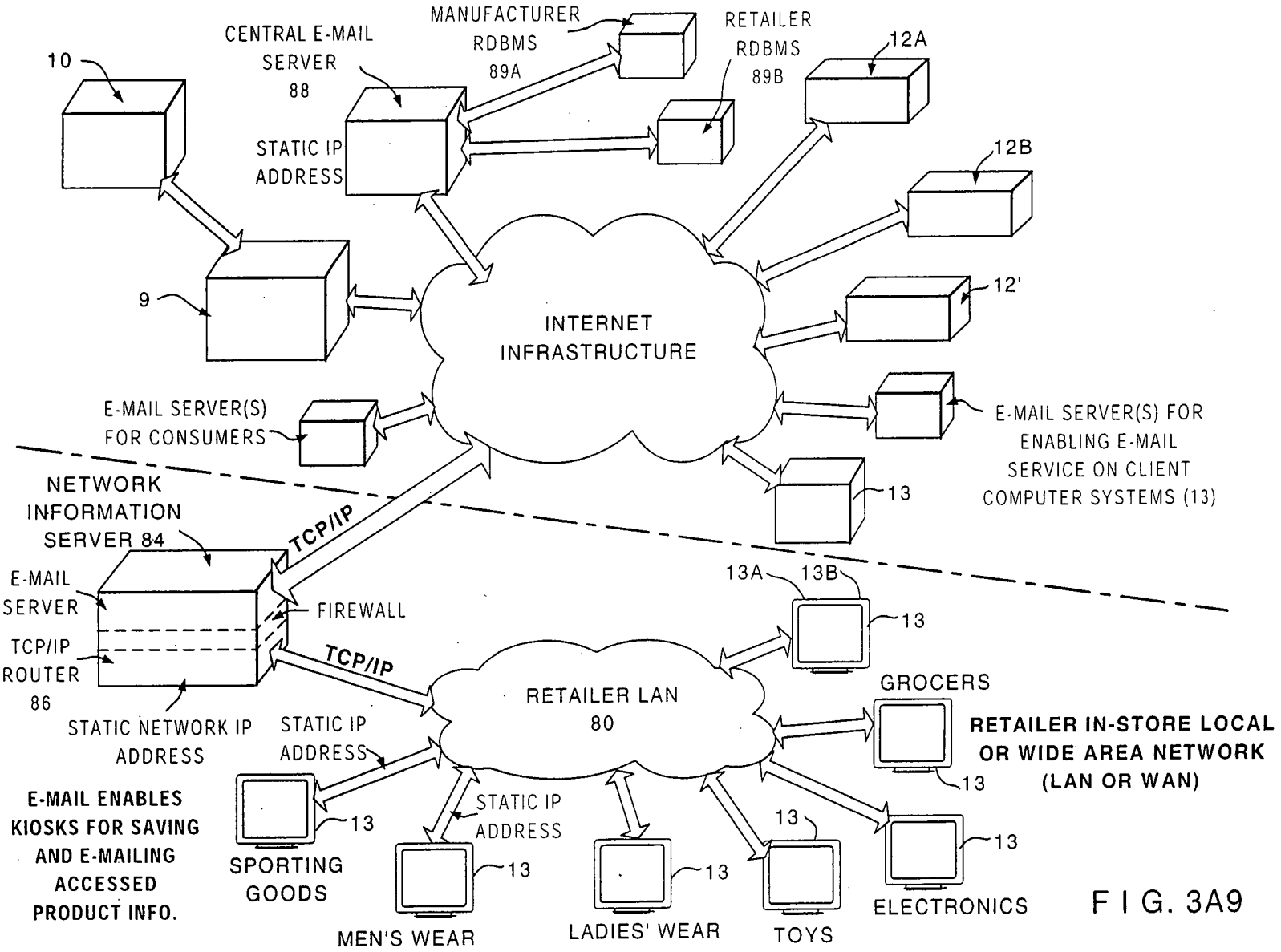


FIG. 3A9

Replacement Sheet

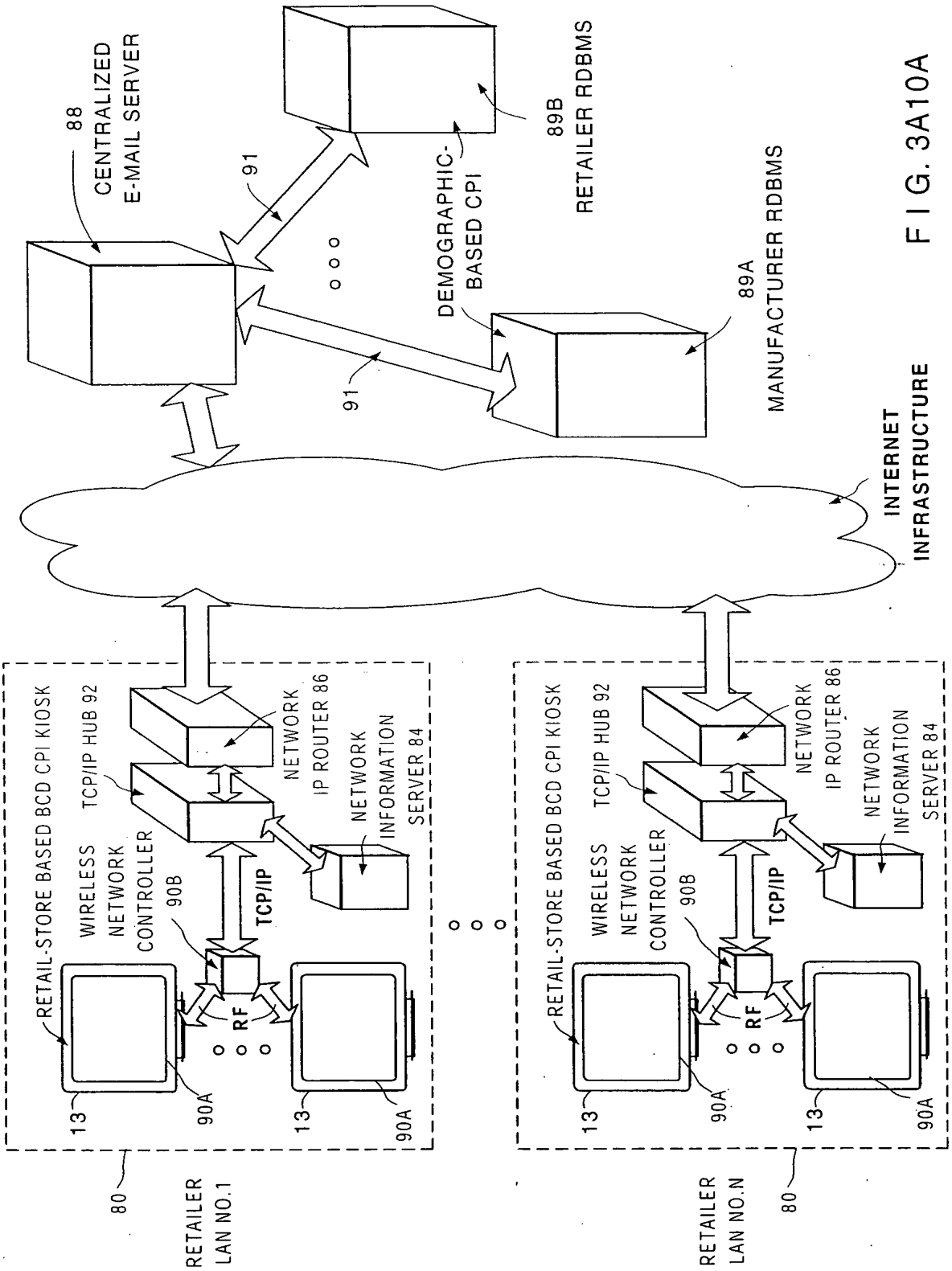
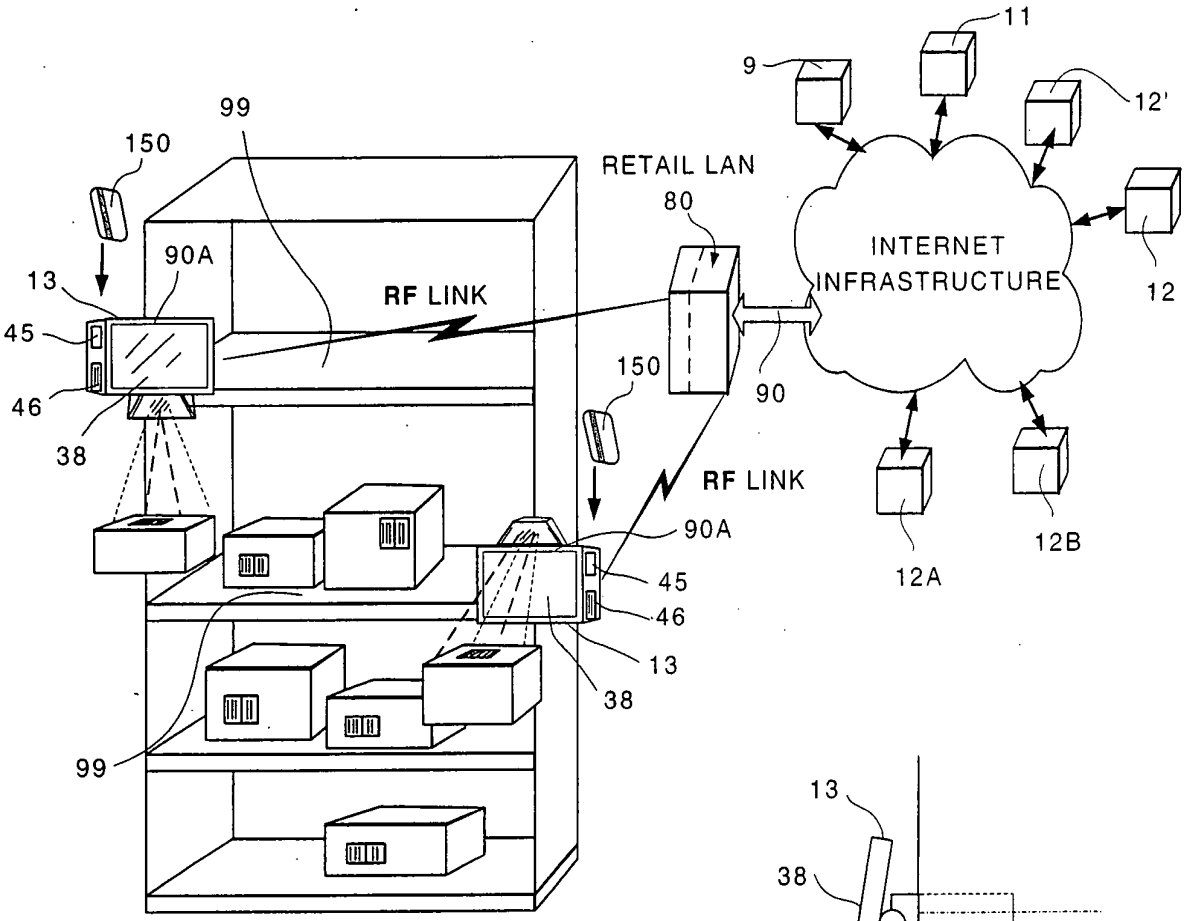
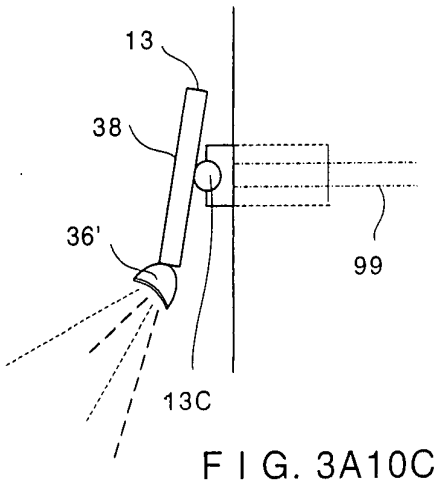

88
CENTRALIZED
E-MAIL SERVER
91
89B
RETAILER RDBMS
DEMOGRAPHIC-
BASED CPI
89A
MANUFACTURER RDBMS
INTERNET
INFRASTRUCTURE
RETAIL-STORE BASED BCD CPI KIOSK
WIRELESS
NETWORK
CONTROLLER
90B
TCP/IP HUB 92
NETWORK
IP ROUTER 86
NETWORK
INFORMATION
SERVER 84
TCP/IP
RF
13
90A
80
RETAILER
LAN NO.1
RETAILER
LAN NO.N

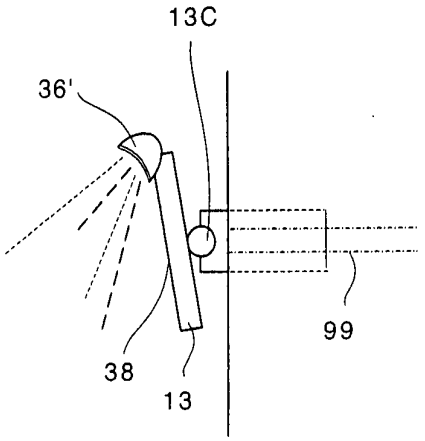
FIG. 3A10A



F I G. 3A10B



F I G. 3A10C



F I G. 3A10D

Replacement Sheet

MASTER DATABASE TABLE

MAINTAINED BY **RETAILER** DATABASE MANAGEMENT SUBSYSTEM

RETAILER NAME	RETAILER KIOSK E-MAIL ACCNT. NO.	RETAIL KIOSK NO.	UPN	URL	DATE	DESTINATION E-MAIL (HOME)	E-MAIL DELIVERY CONFIRMATION	CONSUMER NAME	CONSUMER ADDRESS
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 3A11

Replacement Sheet

MASTER DATABASE TABLE

MAINTAINED BY **MANUFACTURER** DATABASE MANAGEMENT SUBSYSTEM

MANUFACTURER (MIN)	RETAIL KIOSK NO.	UPN	URL	DATE	DESTINATION E-MAIL ADDRESS	E-MAIL DELIVERY CRITERIA	CONSUMER NAME	CONSUMER ADDRESS
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 3A12

Replacement Sheet

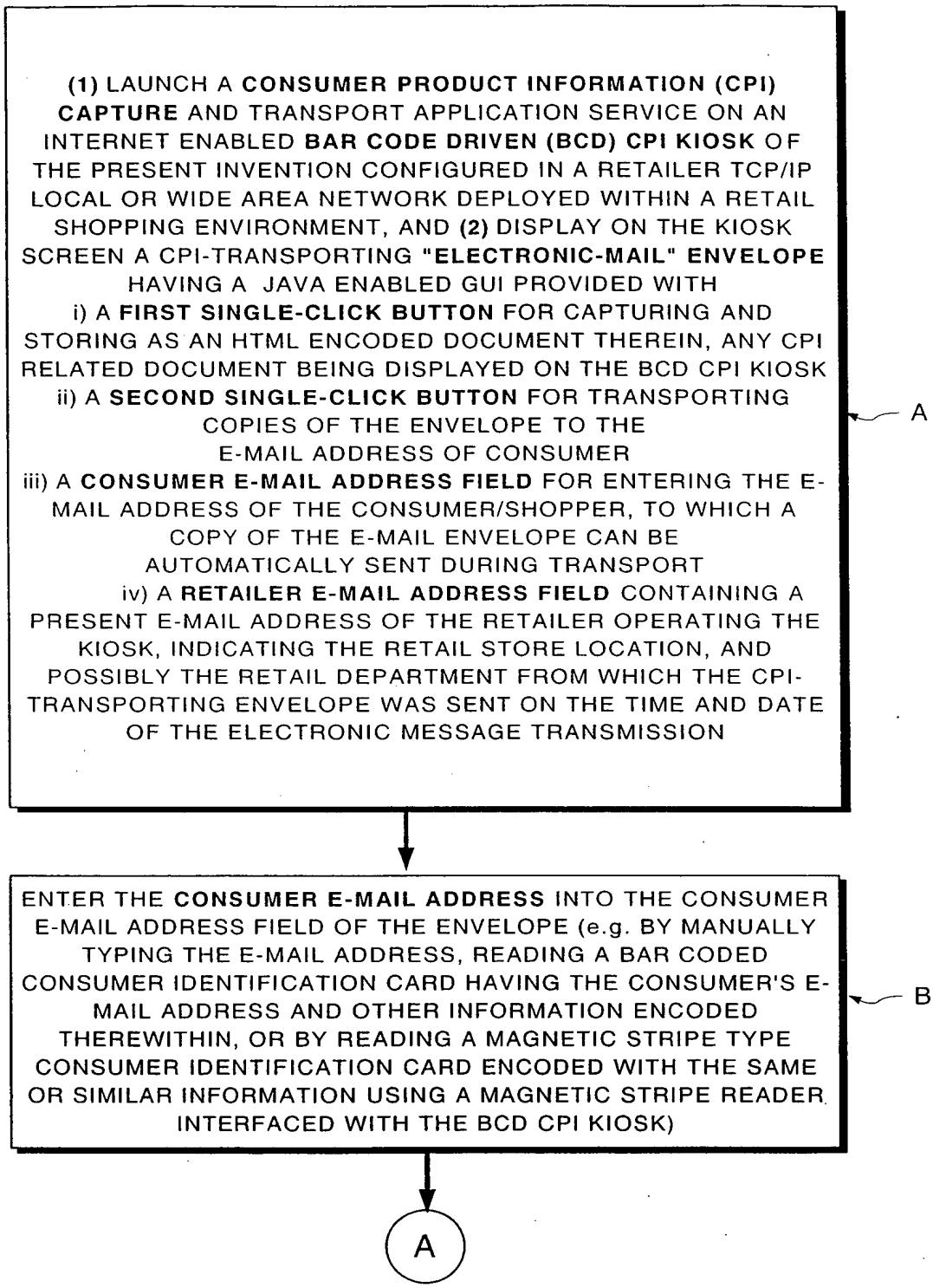

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH
i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION
A
ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)
B
A

FIG. 3A13A

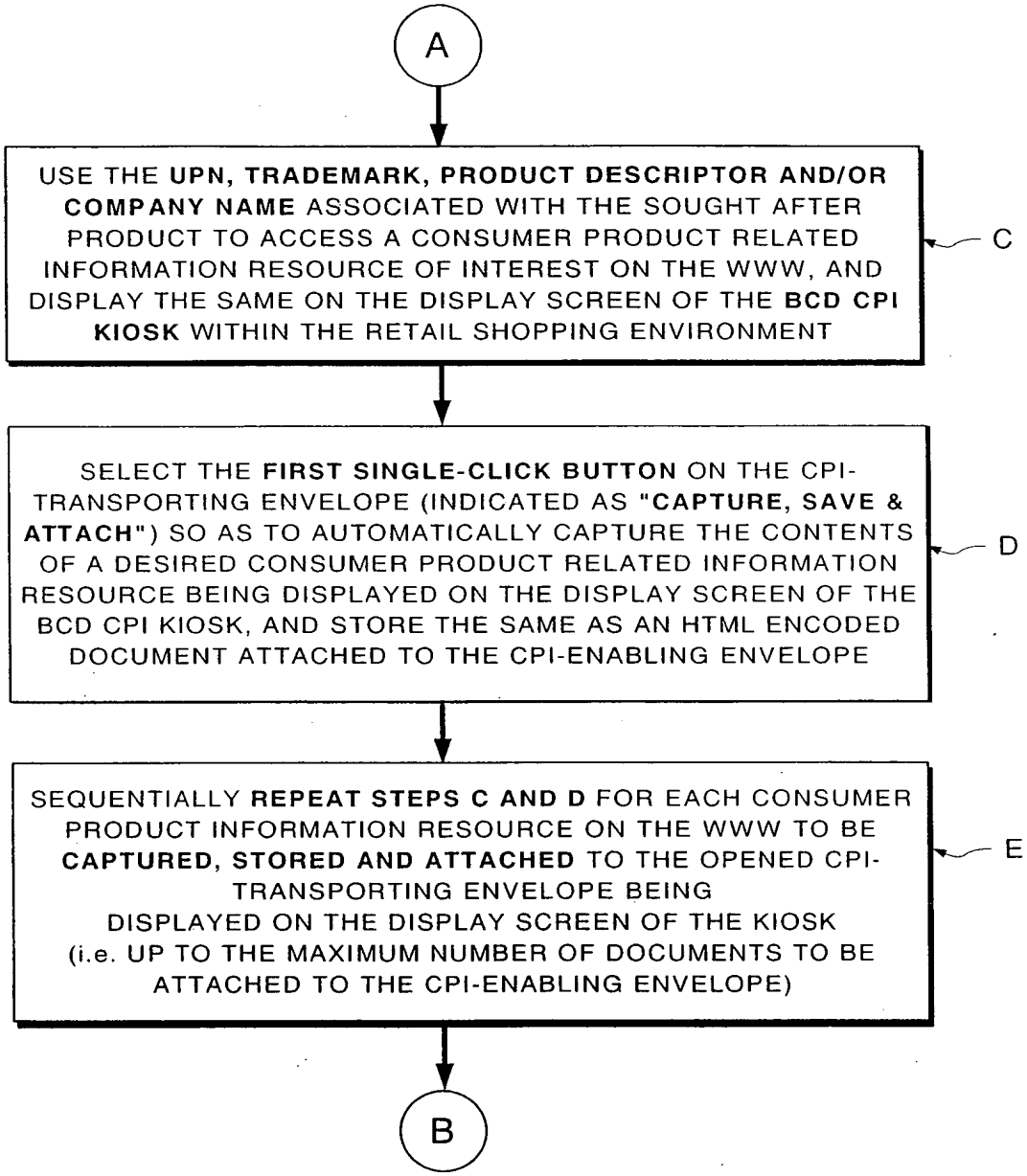

A
USE THE **UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME** ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE **BCD CPI KIOSK** WITHIN THE RETAIL SHOPPING ENVIRONMENT
C
SELECT THE **FIRST SINGLE-CLICK BUTTON** ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "**CAPTURE, SAVE & ATTACH**") SO AS TO AUTOMATICALLY CAPTURE THE CONTENTS OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND STORE THE SAME AS AN HTML ENCODED DOCUMENT ATTACHED TO THE CPI-ENABLING ENVELOPE
D
SEQUENTIALLY **REPEAT STEPS C AND D** FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW TO BE **CAPTURED, STORED AND ATTACHED** TO THE OPENED CPI-TRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK (i.e. UP TO THE MAXIMUM NUMBER OF DOCUMENTS TO BE ATTACHED TO THE CPI-ENABLING ENVELOPE)
E
B

FIG. 3A13B

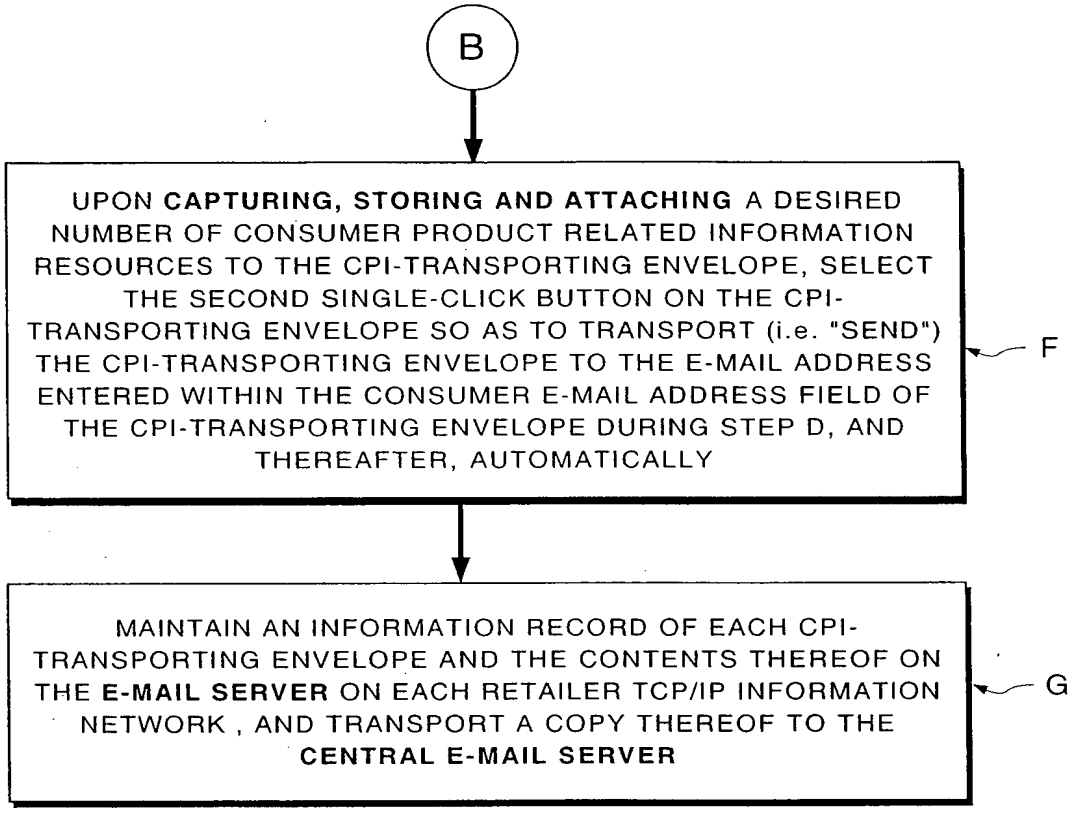

B
UPON **CAPTURING, STORING AND ATTACHING** A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY
F
MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE **E-MAIL SERVER** ON EACH RETAILER TCP/IP INFORMATION NETWORK , AND TRANSPORT A COPY THEREOF TO THE **CENTRAL E-MAIL SERVER**
G

FIG. 3A13C

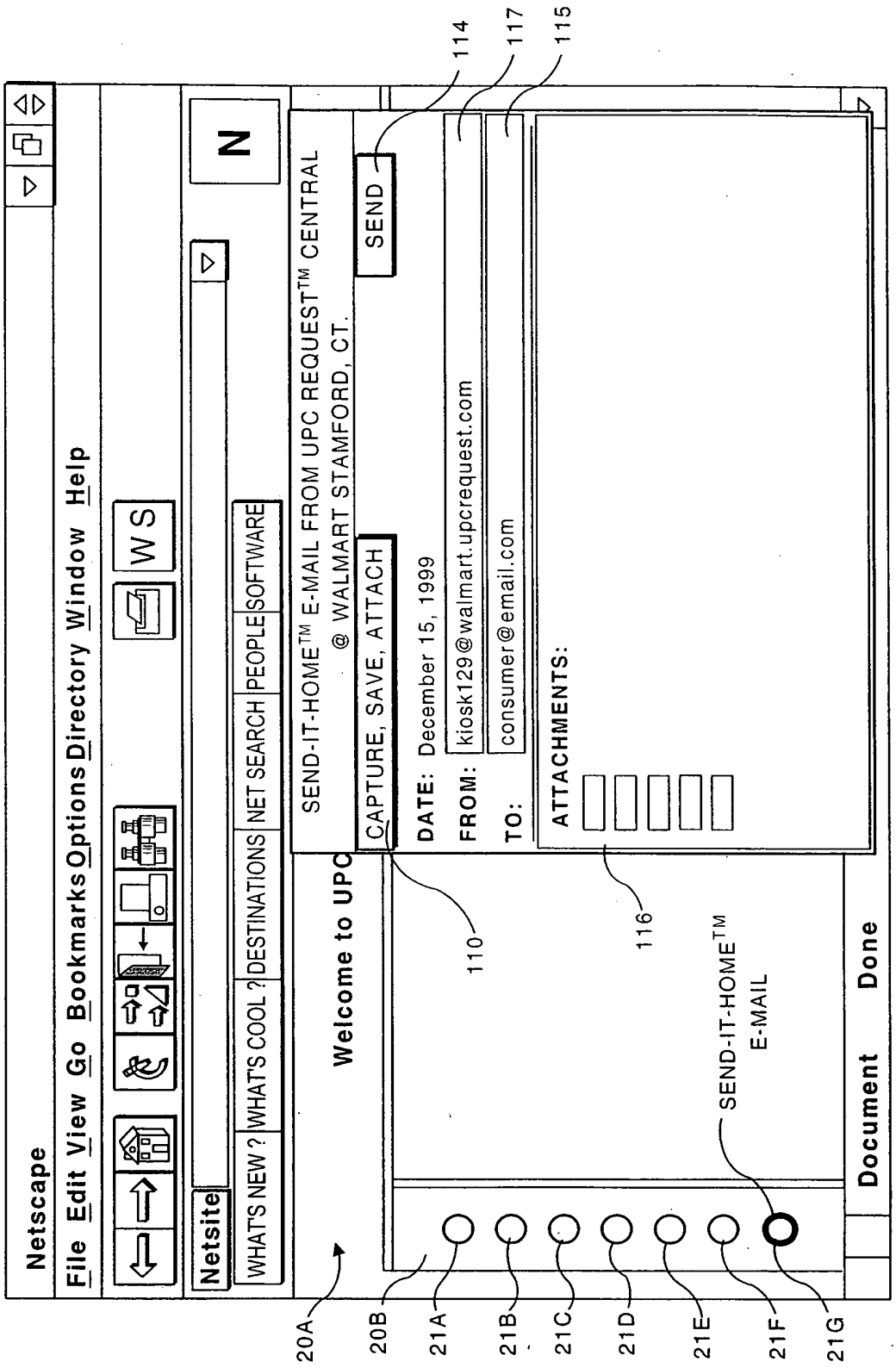

Netscape
File Edit View Go Bookmarks Options Directory Window Help
Netsite
WHAT'S NEW ? | WHAT'S COOL ? | DESTINATIONS | NET SEARCH | PEOPLE | SOFTWARE
Welcome to UPC
SEND-IT-HOME™ E-MAIL FROM UPC REQUEST™ CENTRAL
@ WALMART STAMFORD, CT.
CAPTURE, SAVE, ATTACH
SEND
DATE: December 15, 1999
FROM: kiosk129@walmart.upcrequest.com
TO: consumer@email.com
ATTACHMENTS:
SEND-IT-HOME™
E-MAIL
Document Done
20A
20B
21A
21B
21C
21D
21E
21F
21G
110
114
115
116
117

FIG. 3A14

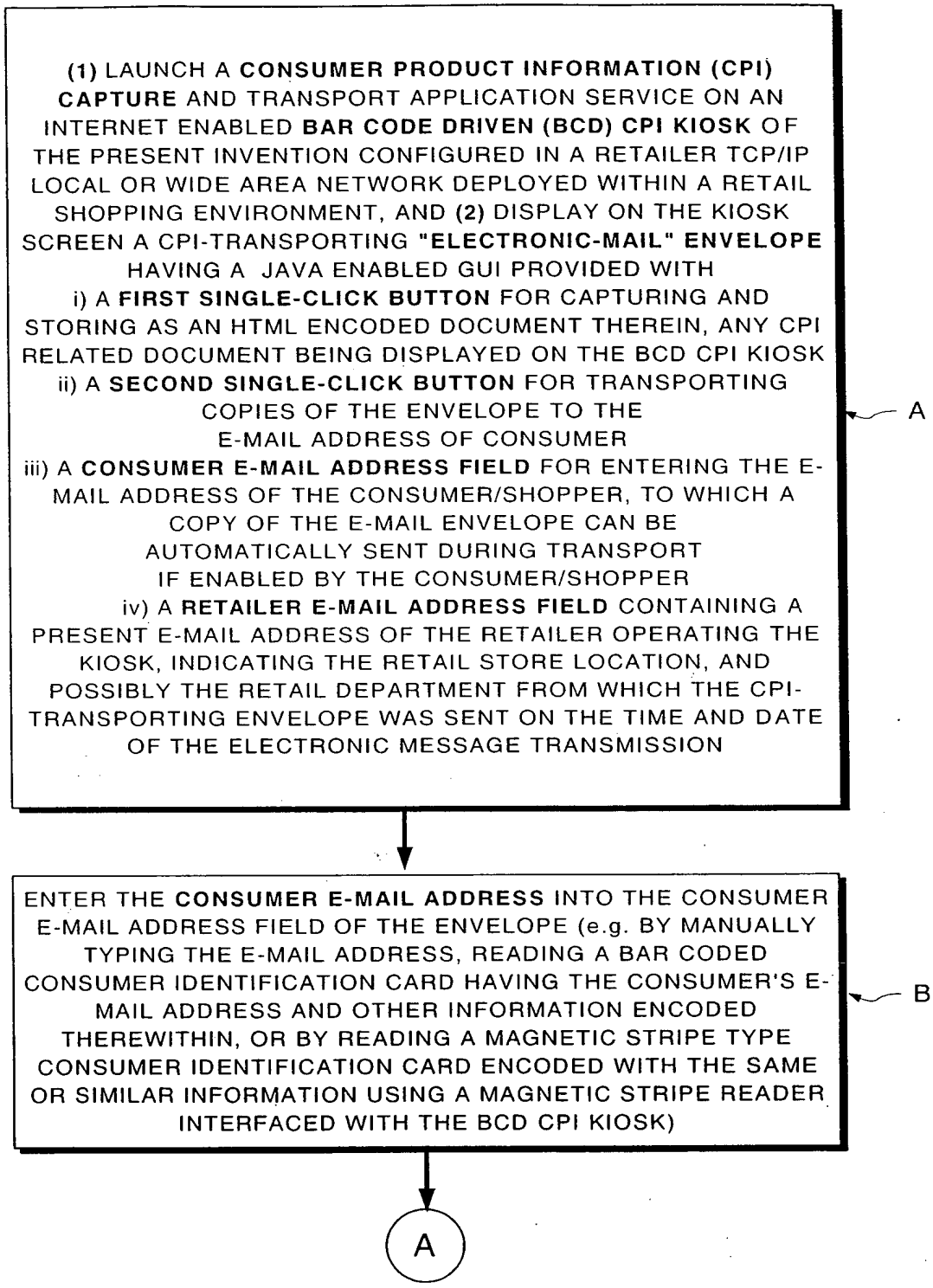

(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH
i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION
A
ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)
B
A

FIG. 3A15A

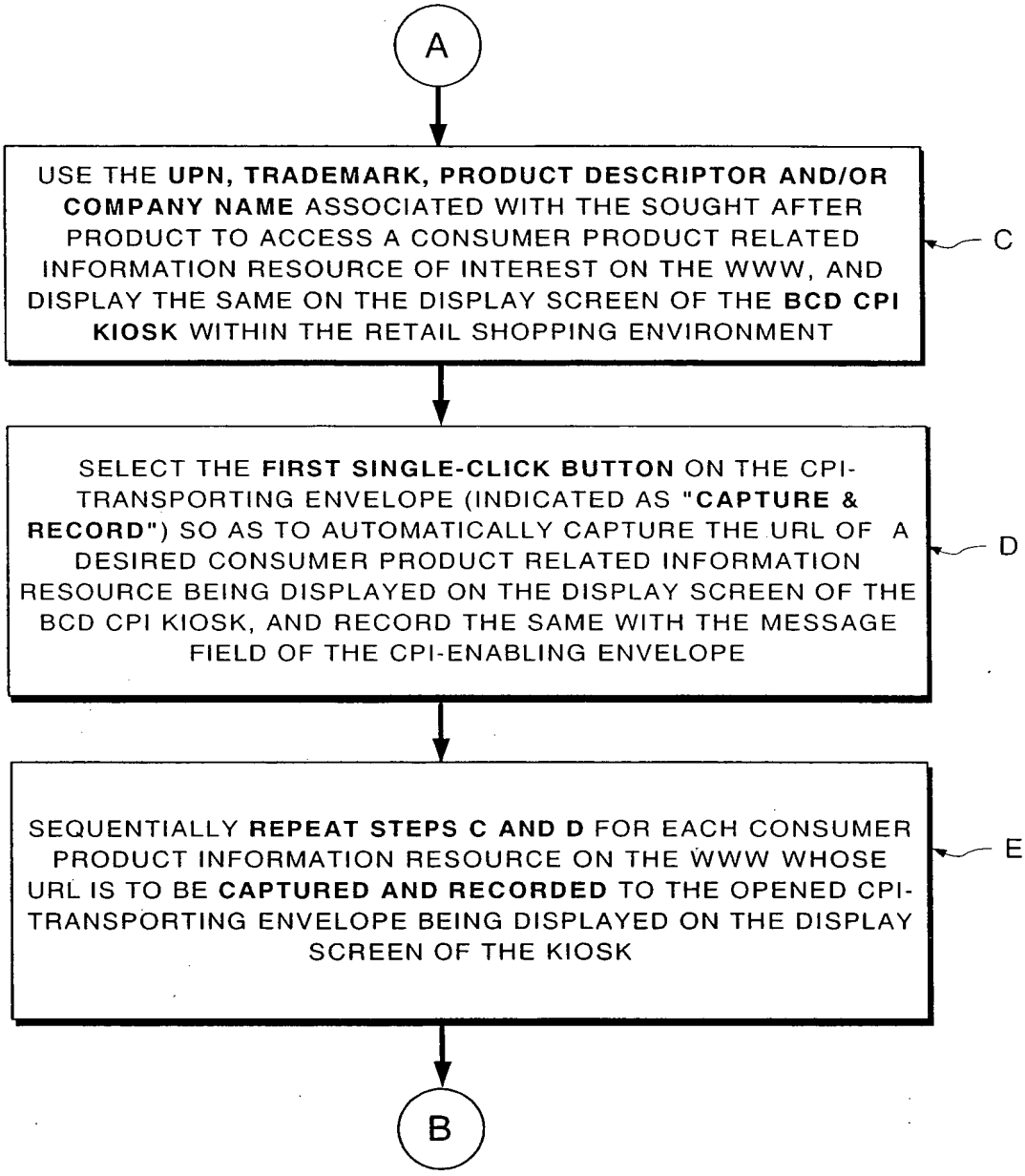

A
USE THE **UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME** ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE **BCD CPI KIOSK** WITHIN THE RETAIL SHOPPING ENVIRONMENT
C
SELECT THE **FIRST SINGLE-CLICK BUTTON** ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "**CAPTURE & RECORD**") SO AS TO AUTOMATICALLY CAPTURE THE URL OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND RECORD THE SAME WITH THE MESSAGE FIELD OF THE CPI-ENABLING ENVELOPE
D
SEQUENTIALLY **REPEAT STEPS C AND D** FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW WHOSE URL IS TO BE **CAPTURED AND RECORDED** TO THE OPENED CPI-TRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK
E
B

FIG. 3A15B

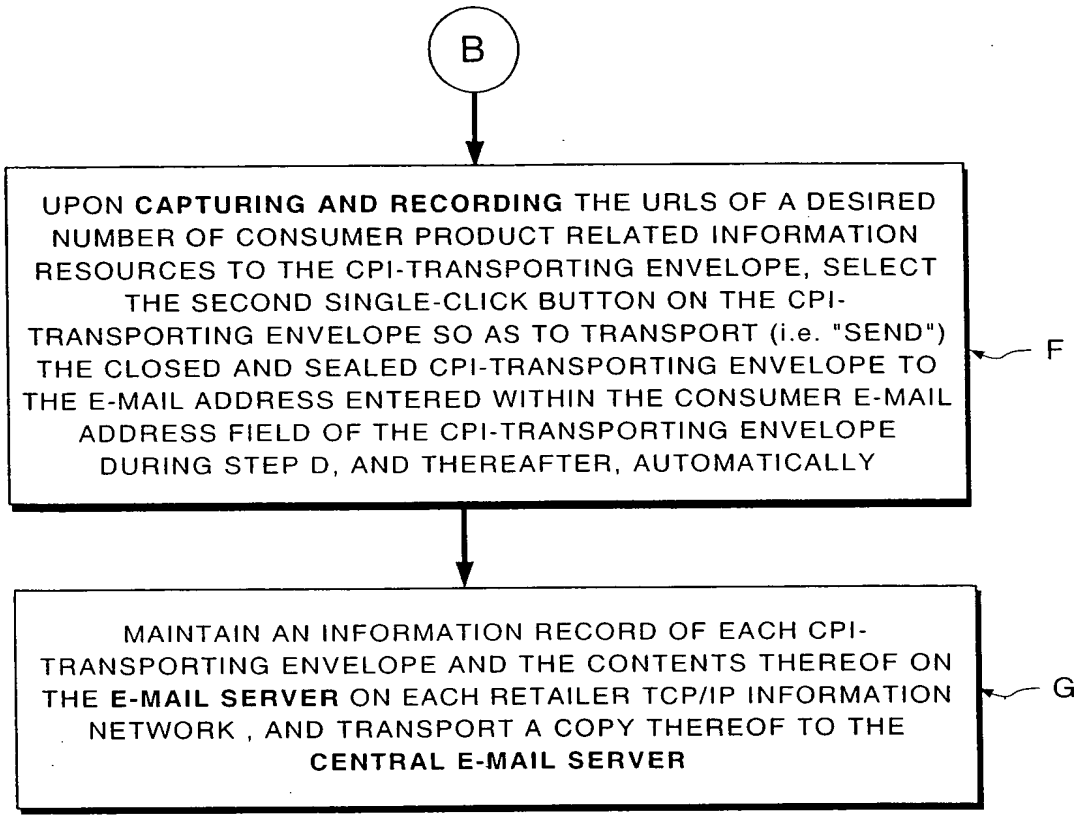

B
UPON **CAPTURING AND RECORDING** THE URLS OF A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY
F
MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE **E-MAIL SERVER** ON EACH RETAILER TCP/IP INFORMATION NETWORK , AND TRANSPORT A COPY THEREOF TO THE **CENTRAL E-MAIL SERVER**
G

FIG. 3A15C

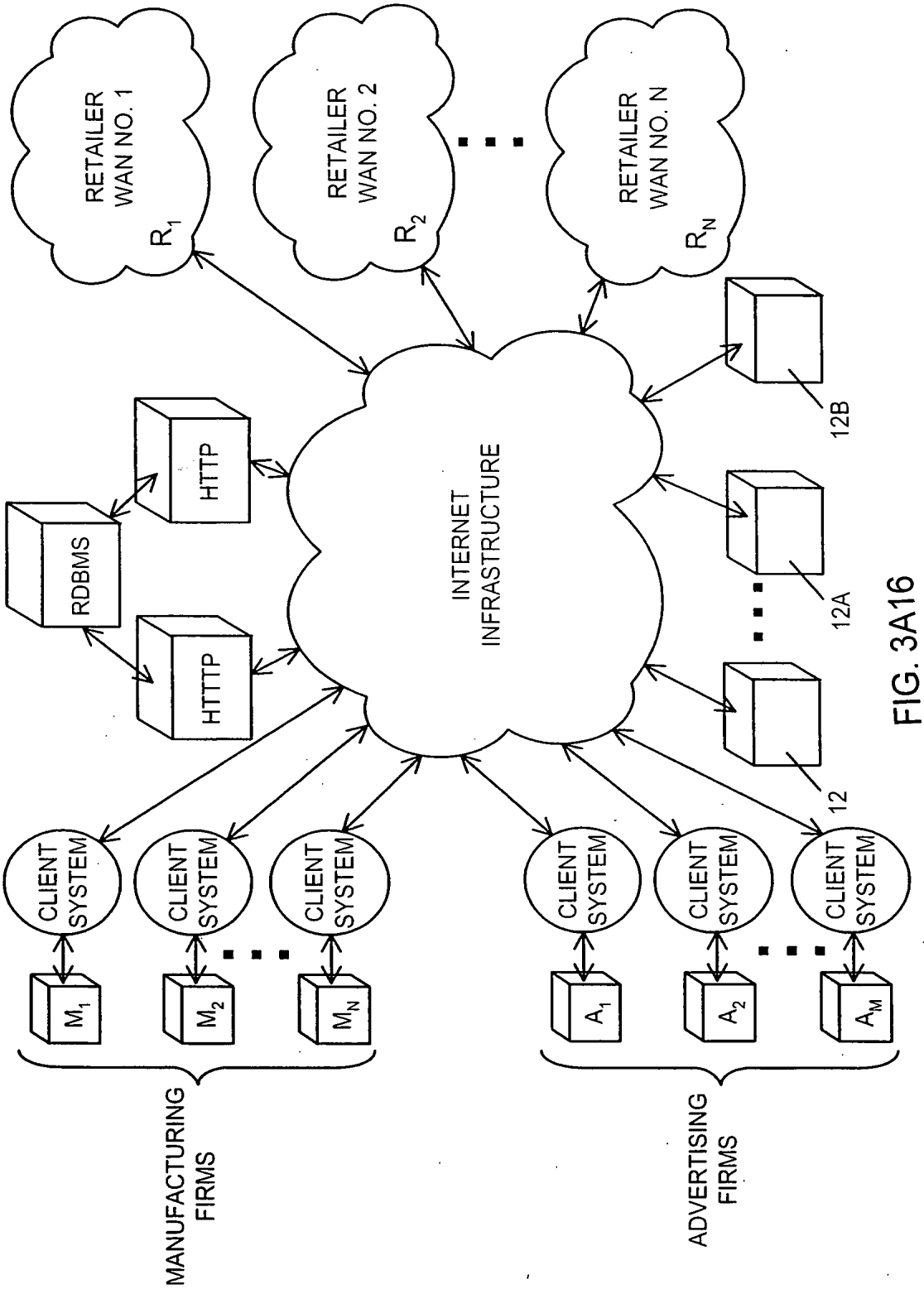

RETAILER WAN NO. 1
R_1
RETAILER WAN NO. 2
R_2
RETAILER WAN NO. N
R_N
INTERNET INFRASTRUCTURE
HTTP
HTTP
RDBMS
HTTTP
12B
12A
12
CLIENT SYSTEM
CLIENT SYSTEM
CLIENT SYSTEM
CLIENT SYSTEM
CLIENT SYSTEM
CLIENT SYSTEM
M_1
M_2
M_N
A_1
A_2
A_M
MANUFACTURING FIRMS
ADVERTISING FIRMS

FIG. 3A16

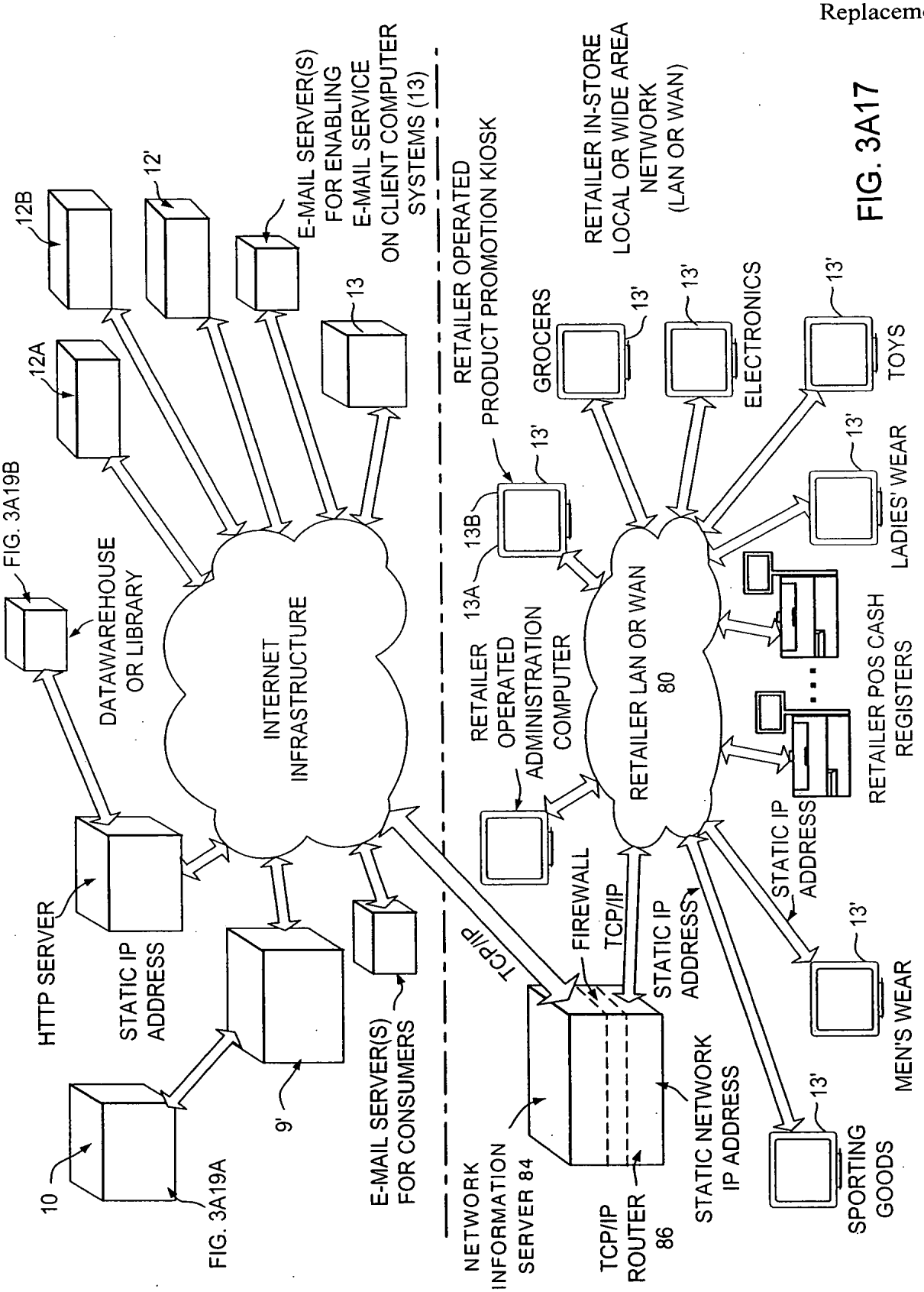

12B
12'
E-MAIL SERVER(S)
FOR ENABLING
E-MAIL SERVICE
ON CLIENT COMPUTER
SYSTEMS (13)
12A
13
RETAILER OPERATED
PRODUCT PROMOTION KIOSK
RETAILER IN-STORE
LOCAL OR WIDE AREA
NETWORK
(LAN OR WAN)
GROCERS
ELECTRONICS
TOYS
FIG. 3A19B
DATAWAREHOUSE
OR LIBRARY
INTERNET
INFRASTRUCTURE
13B
13A
LADIES' WEAR
HTTP SERVER
STATIC IP
ADDRESS
RETAILER
OPERATED
ADMINISTRATION
COMPUTER
RETAILER LAN OR WAN
80
RETAILER POS CASH
REGISTERS
10
9'
E-MAIL SERVER(S)
FOR CONSUMERS
TCP/IP
FIREWALL
TCP/IP
STATIC IP
ADDRESS
STATIC IP
ADDRESS
MEN'S WEAR
FIG. 3A19A
NETWORK
INFORMATION
SERVER 84
TCP/IP
ROUTER
86
STATIC NETWORK
IP ADDRESS
SPORTING
GOODS

FIG. 3A17

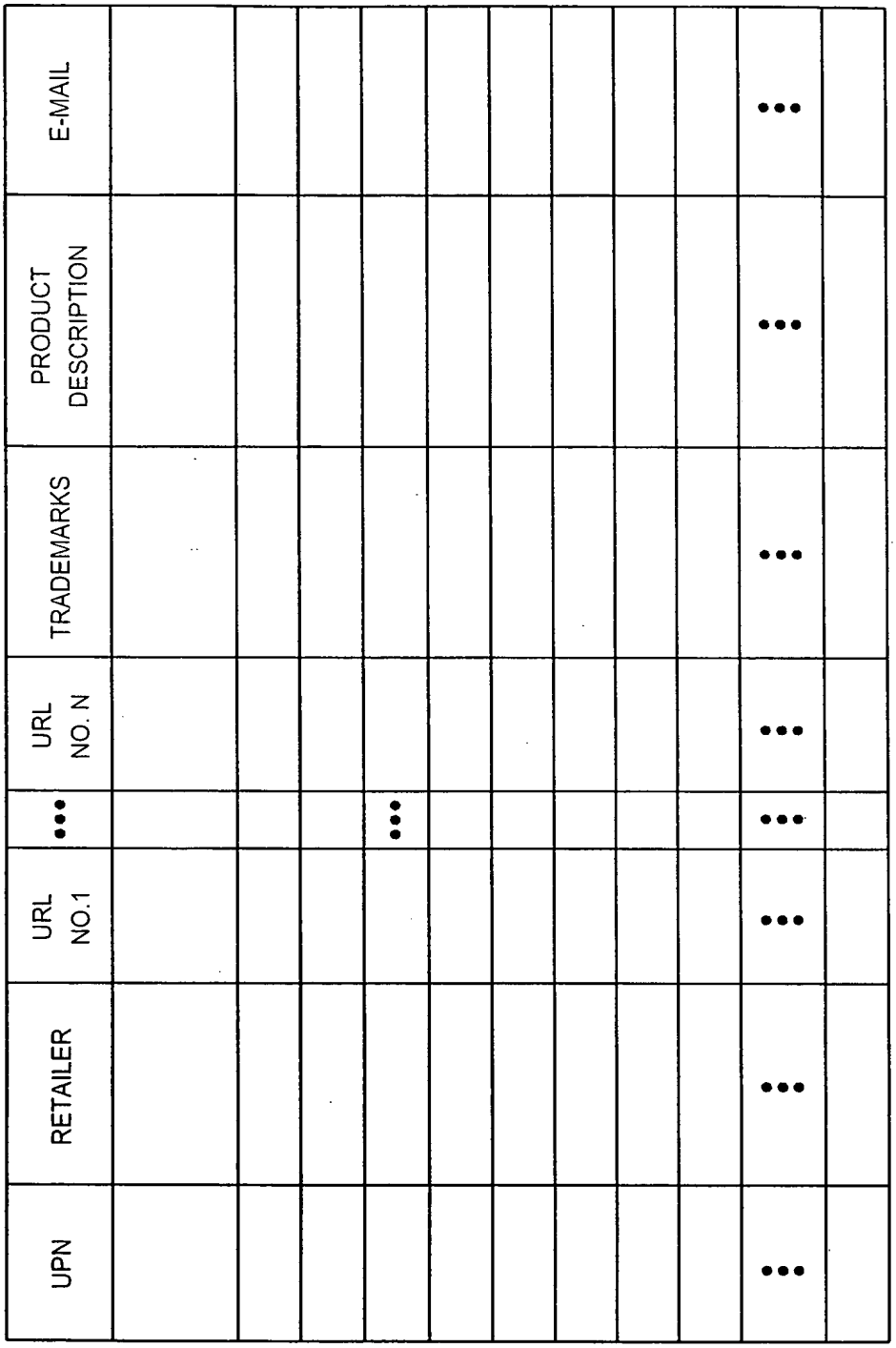
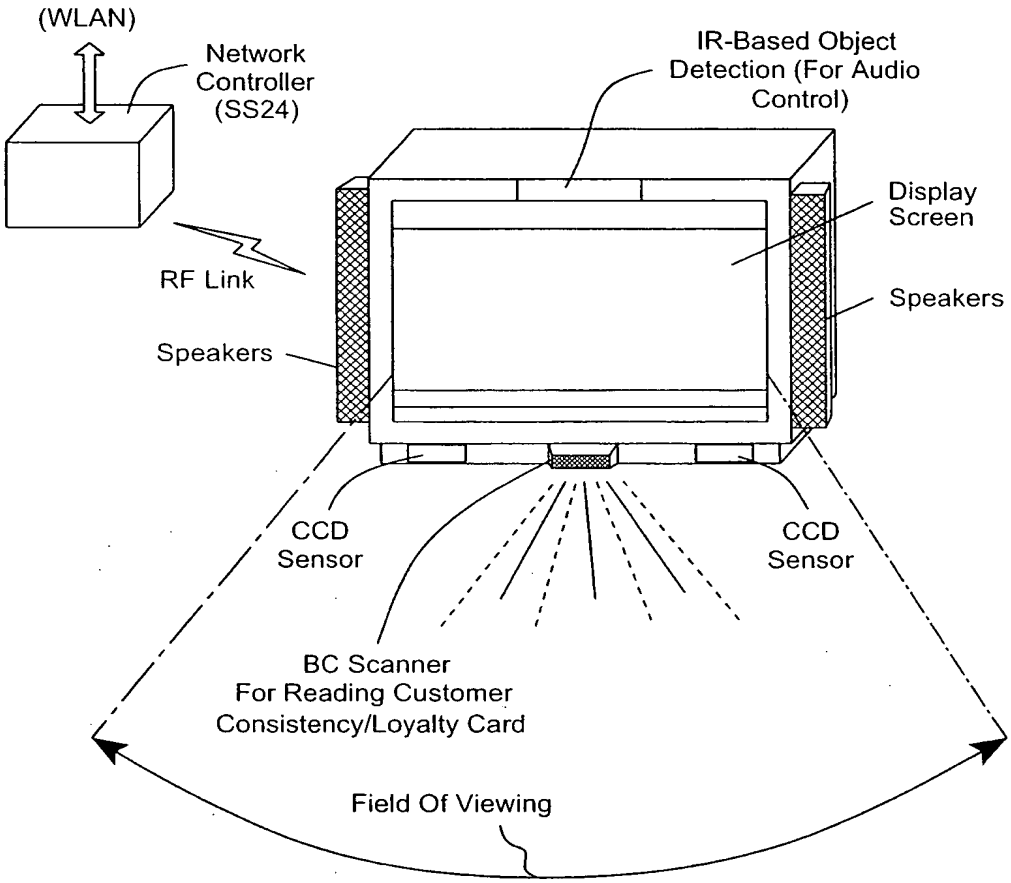

UPN
RETAILER
URL NO.1
•••
URL NO. N
TRADEMARKS
PRODUCT DESCRIPTION
E-MAIL

FIG. 3A18



Features:
-Eye Training And Accounting Subsystem
-Tracks Detected Eyeball

FIG. 3A19A

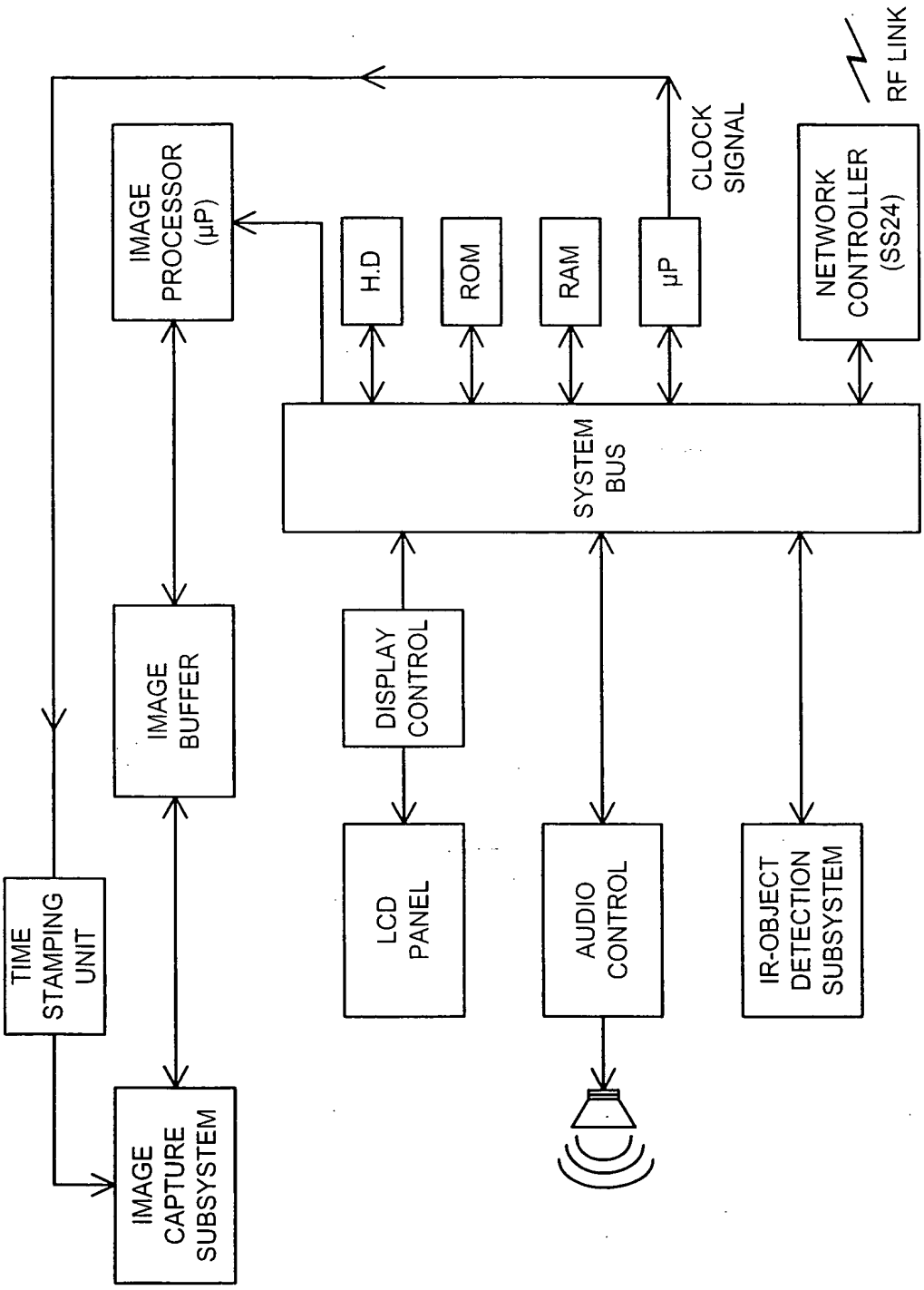

RF LINK
CLOCK SIGNAL
IMAGE PROCESSOR (μP)
H.D
ROM
RAM
μP
NETWORK CONTROLLER (SS24)
SYSTEM BUS
IMAGE BUFFER
DISPLAY CONTROL
TIME STAMPING UNIT
LCD PANEL
AUDIO CONTROL
IR-OBJECT DETECTION SUBSYSTEM
IMAGE CAPTURE SUBSYSTEM

FIG. 3A19B

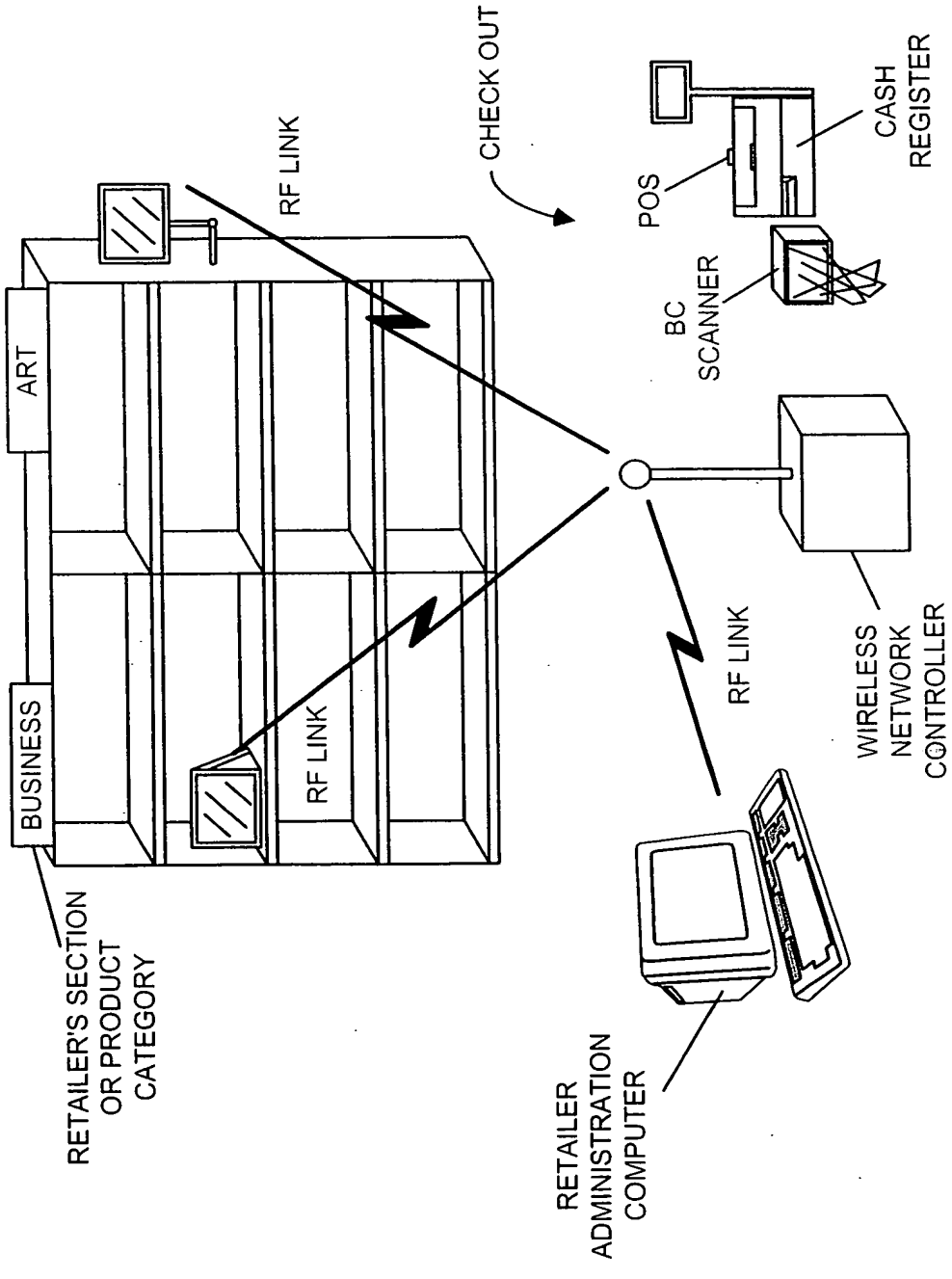

RETAILER'S SECTION OR PRODUCT CATEGORY
BUSINESS
ART
RF LINK
RF LINK
CHECK OUT
POS
CASH REGISTER
BC SCANNER
RF LINK
WIRELESS NETWORK CONTROLLER
RETAILER ADMINISTRATION COMPUTER

FIG. 3A20

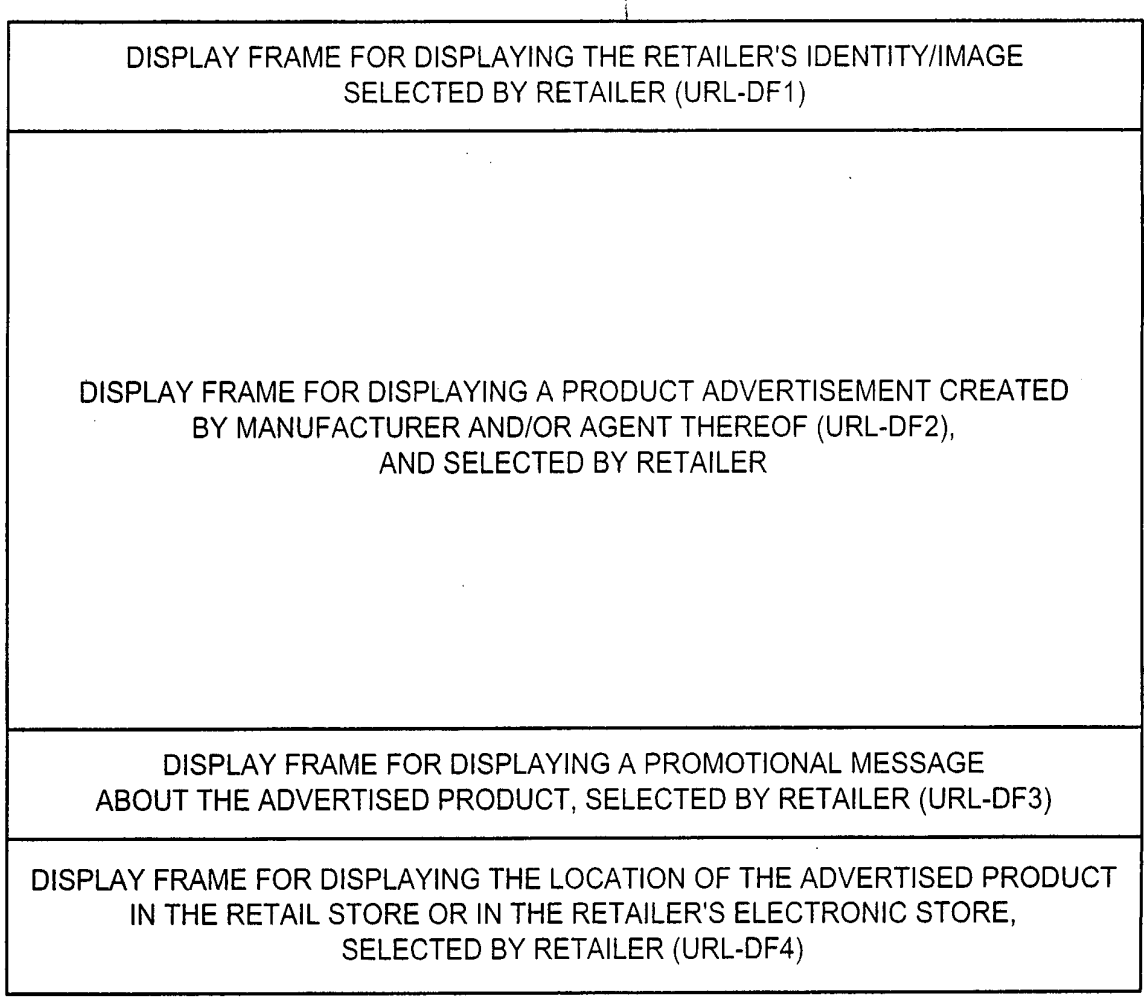


FIG. 3A21A

Replacement Sheet

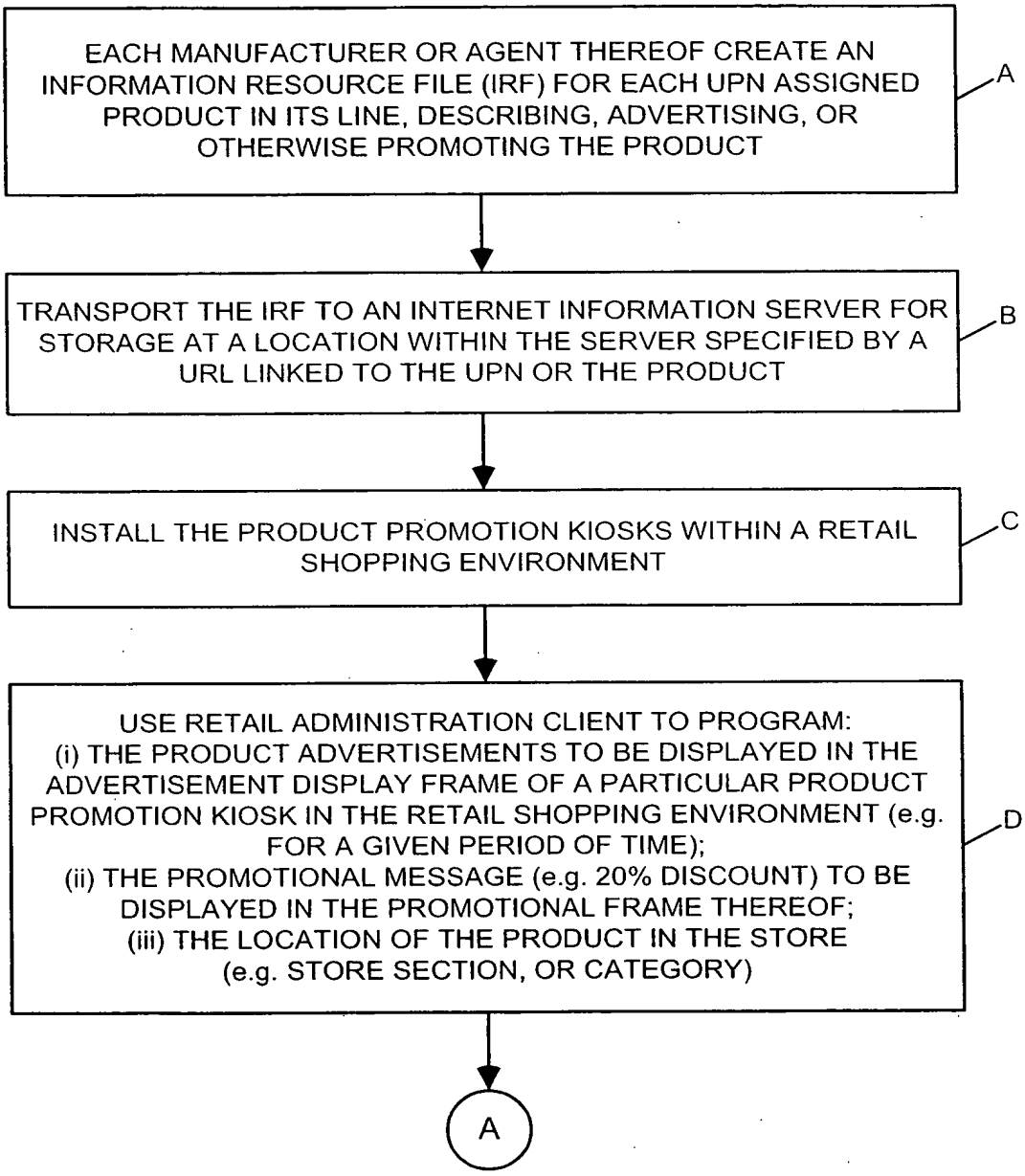

EACH MANUFACTURER OR AGENT THEREOF CREATE AN INFORMATION RESOURCE FILE (IRF) FOR EACH UPN ASSIGNED PRODUCT IN ITS LINE, DESCRIBING, ADVERTISING, OR OTHERWISE PROMOTING THE PRODUCT
A
TRANSPORT THE IRF TO AN INTERNET INFORMATION SERVER FOR STORAGE AT A LOCATION WITHIN THE SERVER SPECIFIED BY A URL LINKED TO THE UPN OR THE PRODUCT
B
INSTALL THE PRODUCT PROMOTION KIOSKS WITHIN A RETAIL SHOPPING ENVIRONMENT
C
USE RETAIL ADMINISTRATION CLIENT TO PROGRAM:
(i) THE PRODUCT ADVERTISEMENTS TO BE DISPLAYED IN THE ADVERTISEMENT DISPLAY FRAME OF A PARTICULAR PRODUCT PROMOTION KIOSK IN THE RETAIL SHOPPING ENVIRONMENT (e.g. FOR A GIVEN PERIOD OF TIME);
(ii) THE PROMOTIONAL MESSAGE (e.g. 20% DISCOUNT) TO BE DISPLAYED IN THE PROMOTIONAL FRAME THEREOF;
(iii) THE LOCATION OF THE PRODUCT IN THE STORE (e.g. STORE SECTION, OR CATEGORY)
D
A

FIG. 3A22A

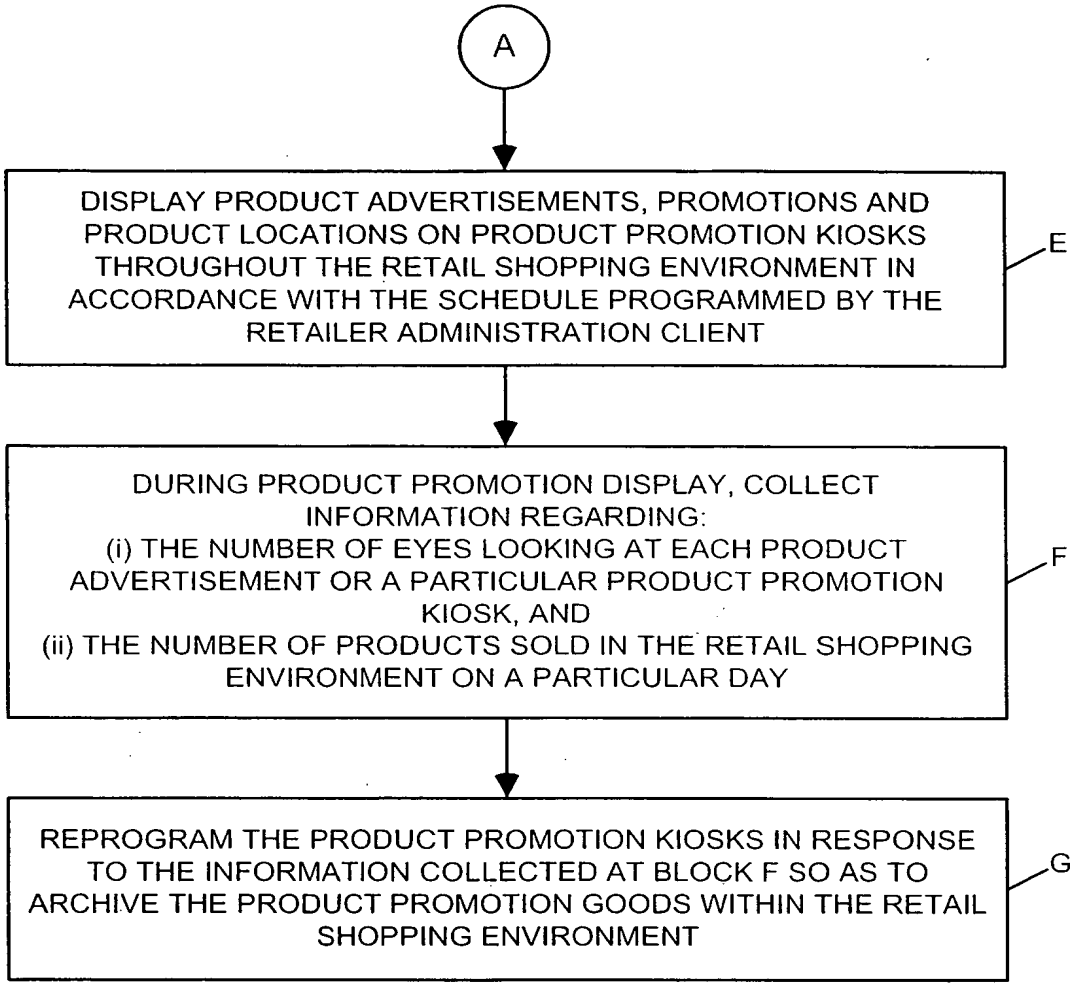

A
DISPLAY PRODUCT ADVERTISEMENTS, PROMOTIONS AND PRODUCT LOCATIONS ON PRODUCT PROMOTION KIOSKS THROUGHOUT THE RETAIL SHOPPING ENVIRONMENT IN ACCORDANCE WITH THE SCHEDULE PROGRAMMED BY THE RETAILER ADMINISTRATION CLIENT
E
DURING PRODUCT PROMOTION DISPLAY, COLLECT INFORMATION REGARDING:
(i) THE NUMBER OF EYES LOOKING AT EACH PRODUCT ADVERTISEMENT OR A PARTICULAR PRODUCT PROMOTION KIOSK, AND
(ii) THE NUMBER OF PRODUCTS SOLD IN THE RETAIL SHOPPING ENVIRONMENT ON A PARTICULAR DAY
F
REPROGRAM THE PRODUCT PROMOTION KIOSKS IN RESPONSE TO THE INFORMATION COLLECTED AT BLOCK F SO AS TO ARCHIVE THE PRODUCT PROMOTION GOODS WITHIN THE RETAIL SHOPPING ENVIRONMENT
G

FIG. 3A22B

PRODUCT PROMOTION PROGRAMMING TABLE

DATE: TIME (INTERVALS)	RETAILER KIOSK NO.	STATIC IP ADDRESS	URL-DF1	URL-DF2	URL-DF3	URL-DF4
⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 3A23

Replacement Sheet

UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24

Replacement Sheet

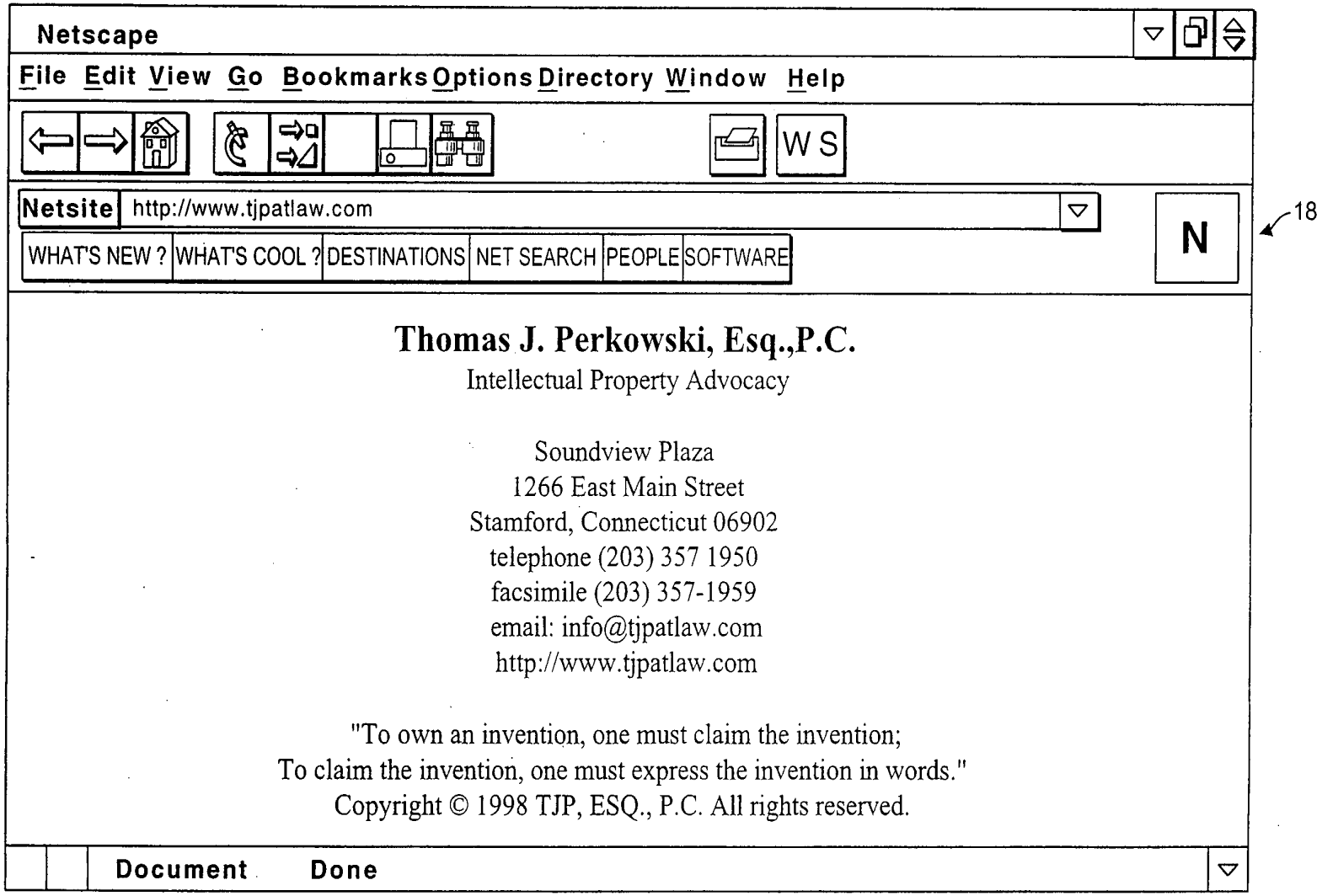


FIG. 3B

Replacement Sheet

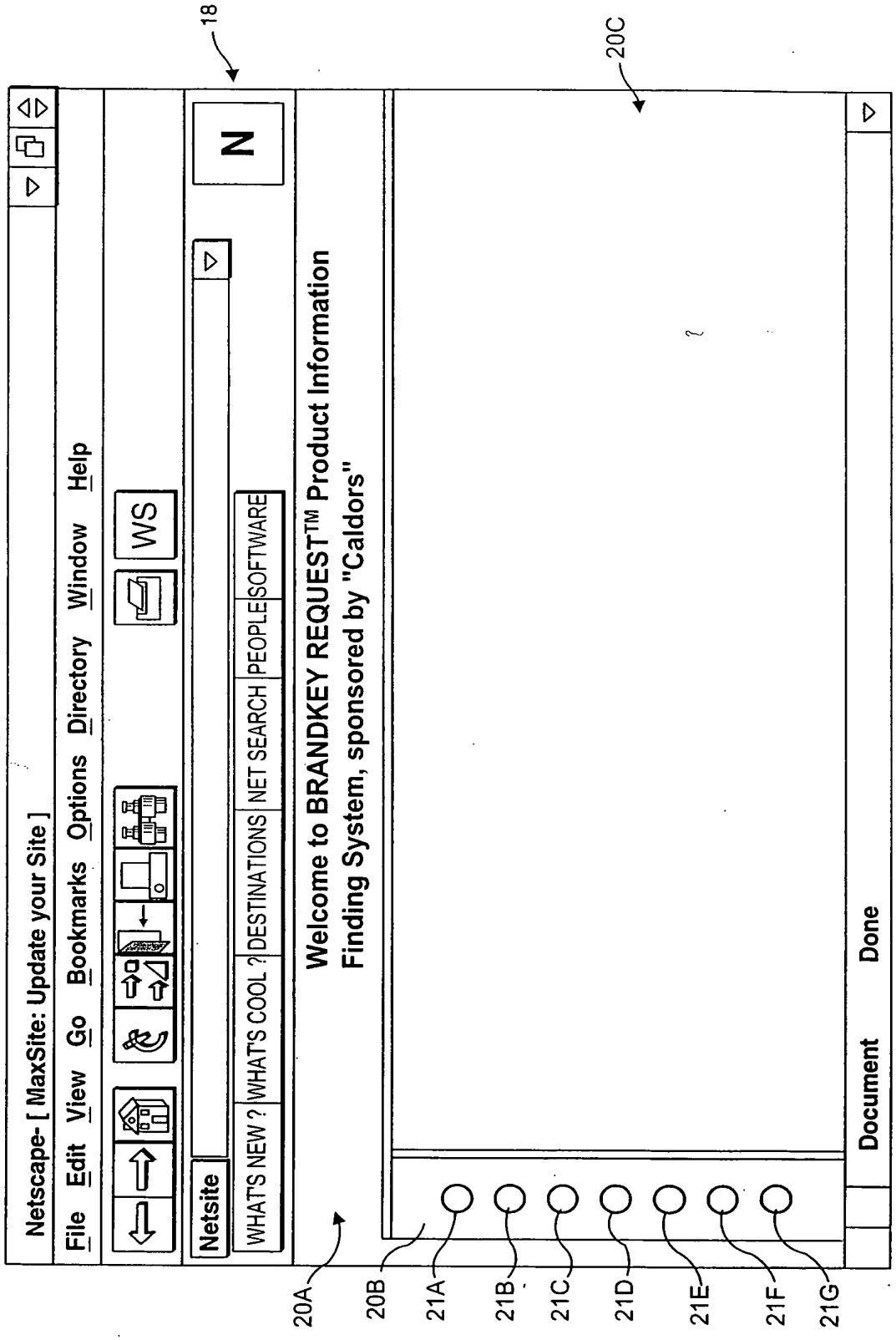

18
20C
Netscape- [MaxSite: Update your Site]
File Edit View Go Bookmarks Options Directory Window Help
WS
N
Netsite
WHAT'S NEW ? WHAT'S COOL ? DESTINATIONS NET SEARCH PEOPLE SOFTWARE
Welcome to BRANDKEY REQUEST™ Product Information
Finding System, sponsored by "Caldors"
Document Done
20A
20B
21A
21B
21C
21D
21E
21F
21G

FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/ 17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	http:// www.power.com/pc	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	http:// www.tooth.com/pc	CREST			
3/12547/ 68404/0	WARNER WELCOME	ACID REDUCER	http:// www.zantac.com/pc	ZANTAC ZANTAC 75			
0/00005/ 17643/4	KODAK, INC.	FILM PROCESSING	http:// www.kodak.com/pc	KODAK			
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮
0/27242/ 51057/9	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/ pc	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST, CPIR-ENABLING APPLET LIBRARY

Replacement Sheet

URL_i	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA-NEOUS INFORMATION FIELD	PRODUCT ADVERTI-SEMENT INFORMATION FIELD
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 4A2

Replacement Sheet

I P / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
⋮	⋮	⋮	⋮	⋮	⋮

FIG. 4B

Replacement Sheet

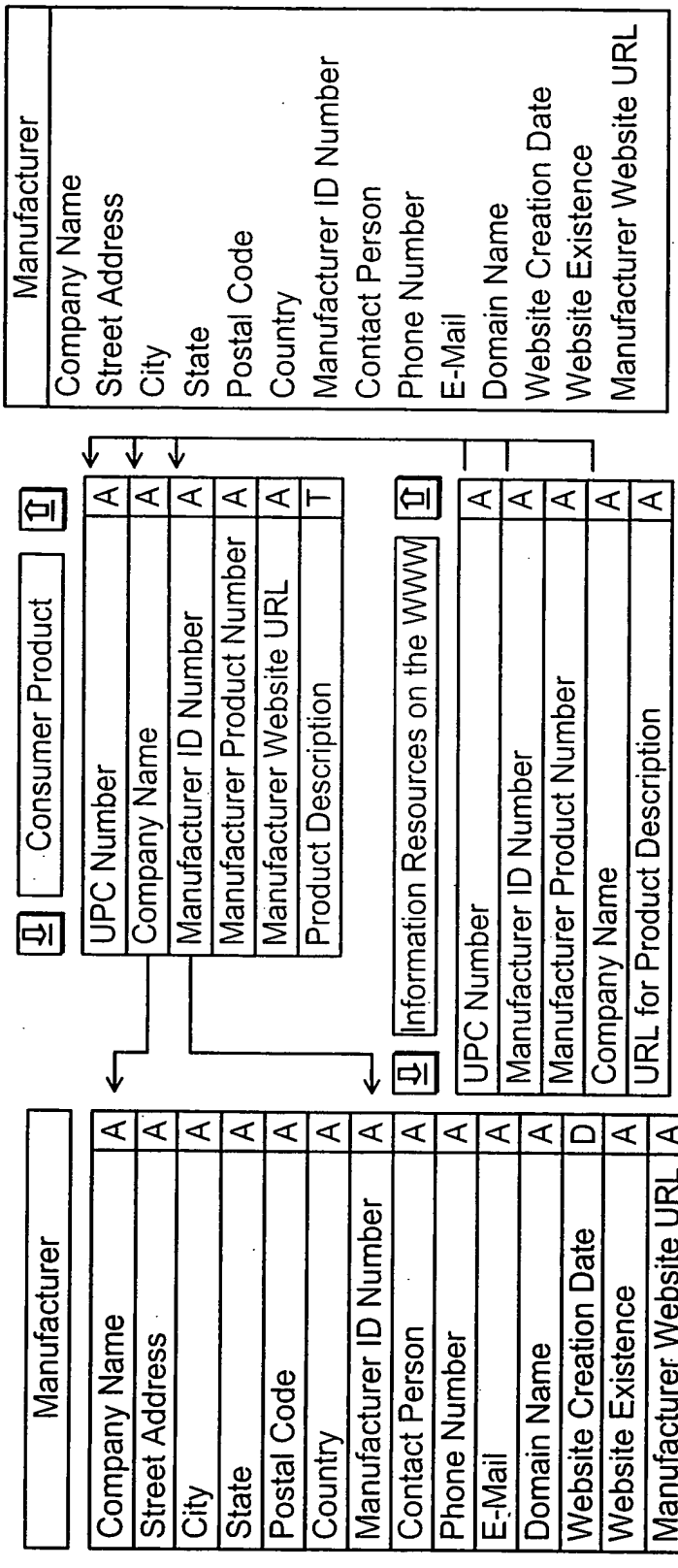


FIG. 4C

FIG. 4C1

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3

Replacement Sheet

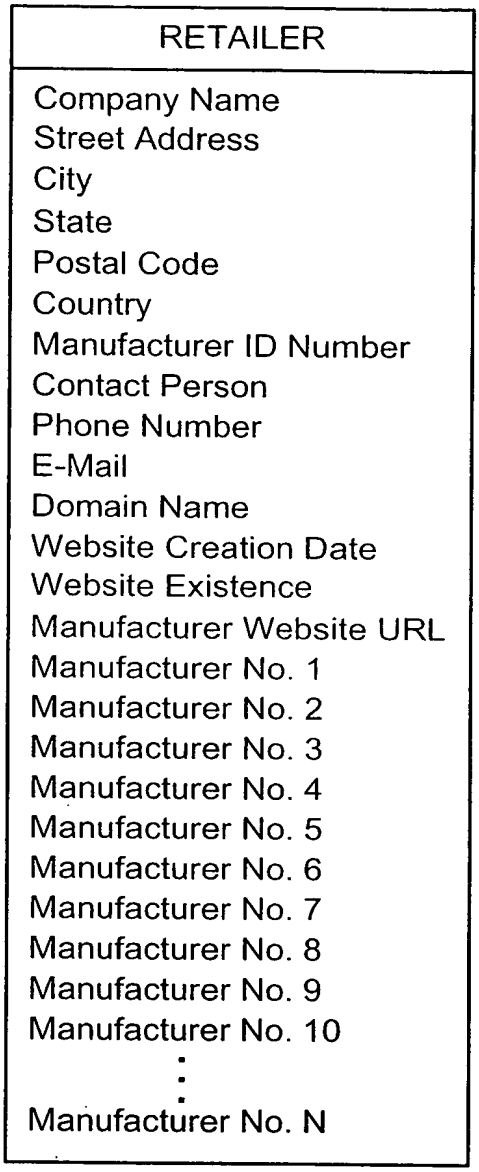

RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
Manufacturer No. N

FIG. 4D

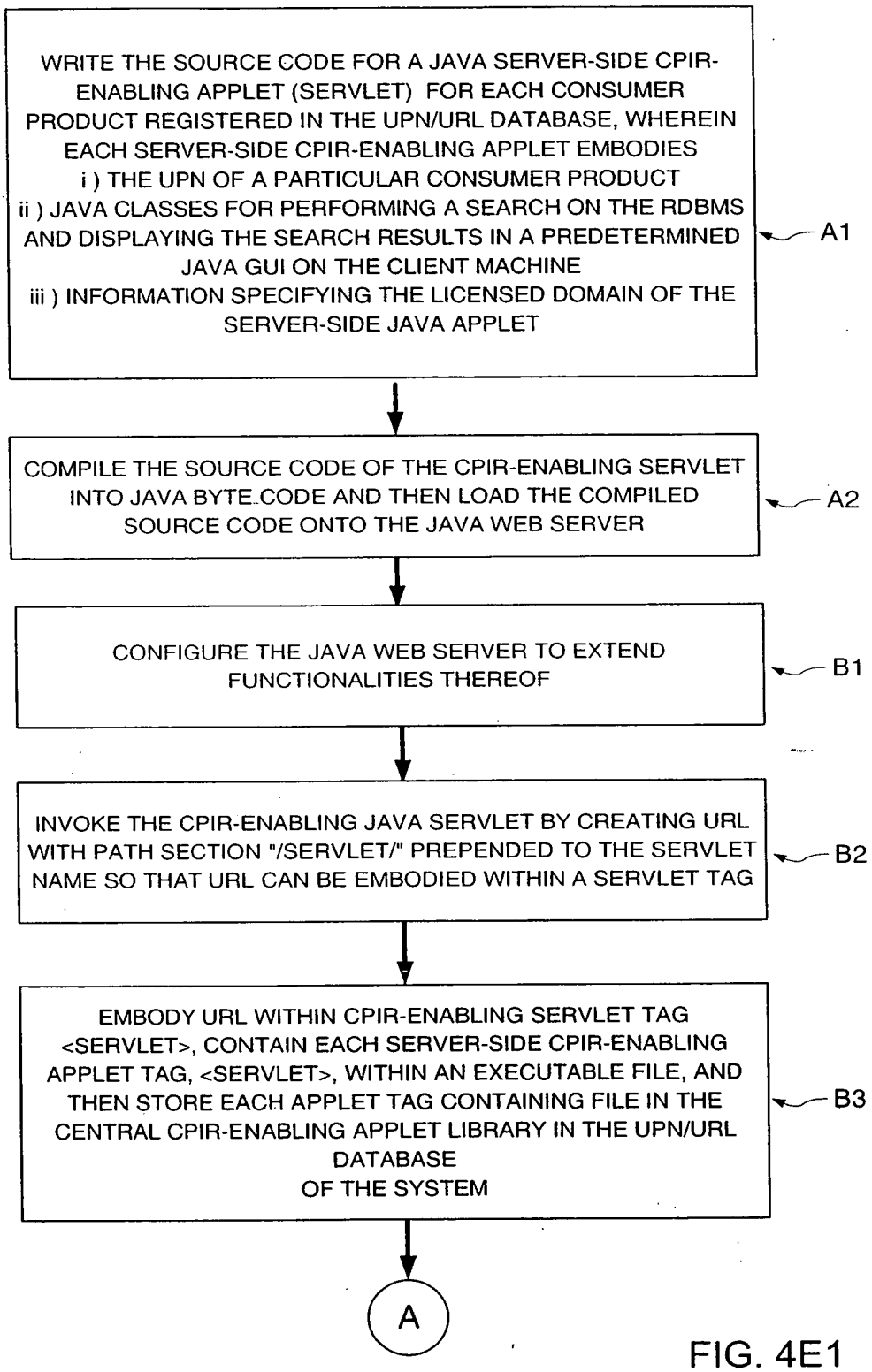

WRITE THE SOURCE CODE FOR A JAVA SERVER-SIDE CPIR-ENABLING APPLET (SERVLET) FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH SERVER-SIDE CPIR-ENABLING APPLET EMBODIES
i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
ii) JAVA CLASSES FOR PERFORMING A SEARCH ON THE RDBMS AND DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT MACHINE
iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE SERVER-SIDE JAVA APPLET
A1
COMPILE THE SOURCE CODE OF THE CPIR-ENABLING SERVLET INTO JAVA BYTE.CODE AND THEN LOAD THE COMPILED SOURCE CODE ONTO THE JAVA WEB SERVER
A2
CONFIGURE THE JAVA WEB SERVER TO EXTEND FUNCTIONALITIES THEREOF
B1
INVOKE THE CPIR-ENABLING JAVA SERVLET BY CREATING URL WITH PATH SECTION "/SERVLET/" PREPENDED TO THE SERVLET NAME SO THAT URL CAN BE EMBODIED WITHIN A SERVLET TAG
B2
EMBODY URL WITHIN CPIR-ENABLING SERVLET TAG <SERVLET>, CONTAIN EACH SERVER-SIDE CPIR-ENABLING APPLET TAG, <SERVLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE
OF THE SYSTEM
B3
A

FIG. 4E1

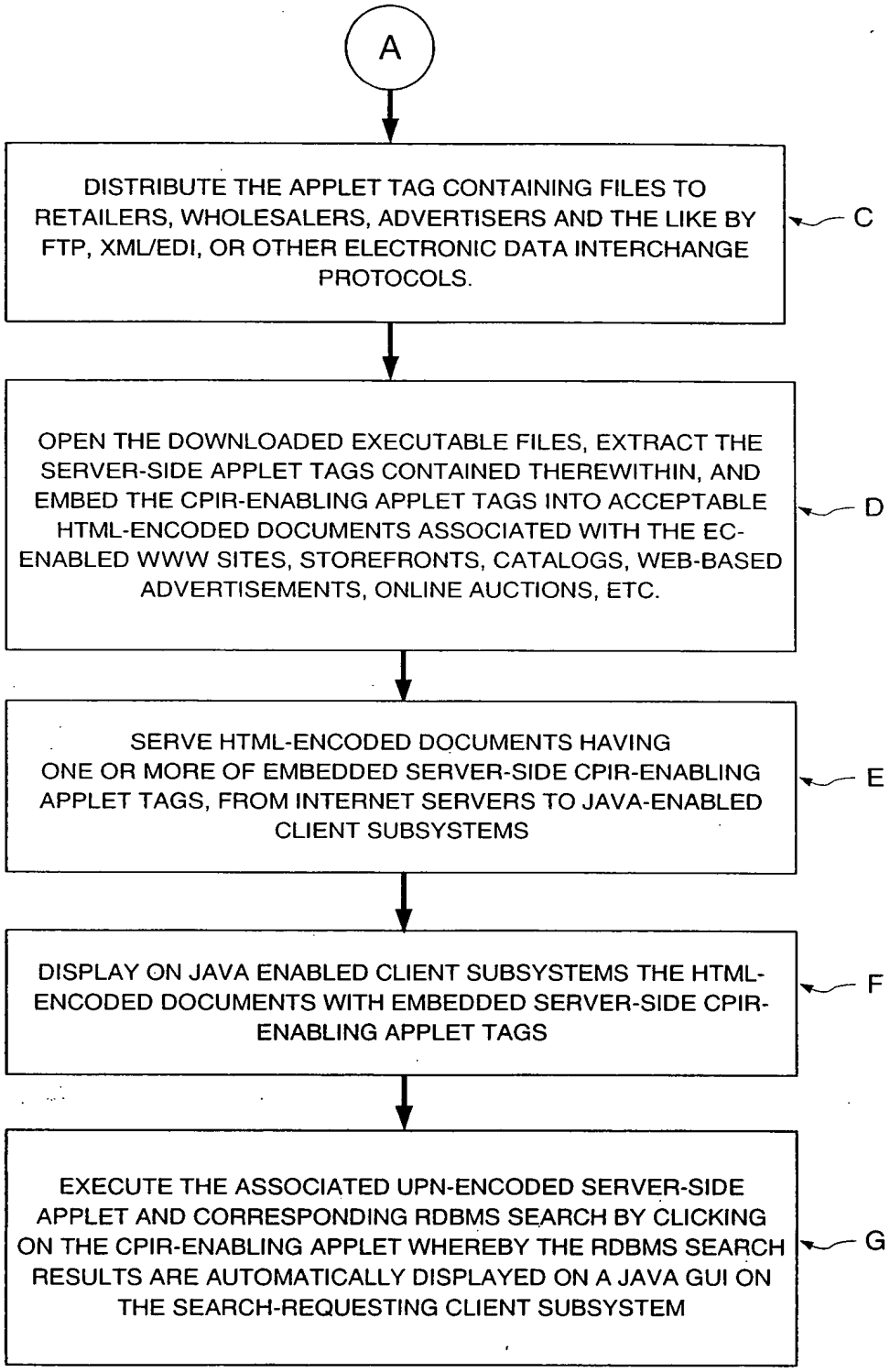

A
DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.
C
OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE SERVER-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.
D
SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED SERVER-SIDE CPIR-ENABLING APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS
E
DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED SERVER-SIDE CPIR-ENABLING APPLET TAGS
F
EXECUTE THE ASSOCIATED UPN-ENCODED SERVER-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM
G

FIG. 4E2

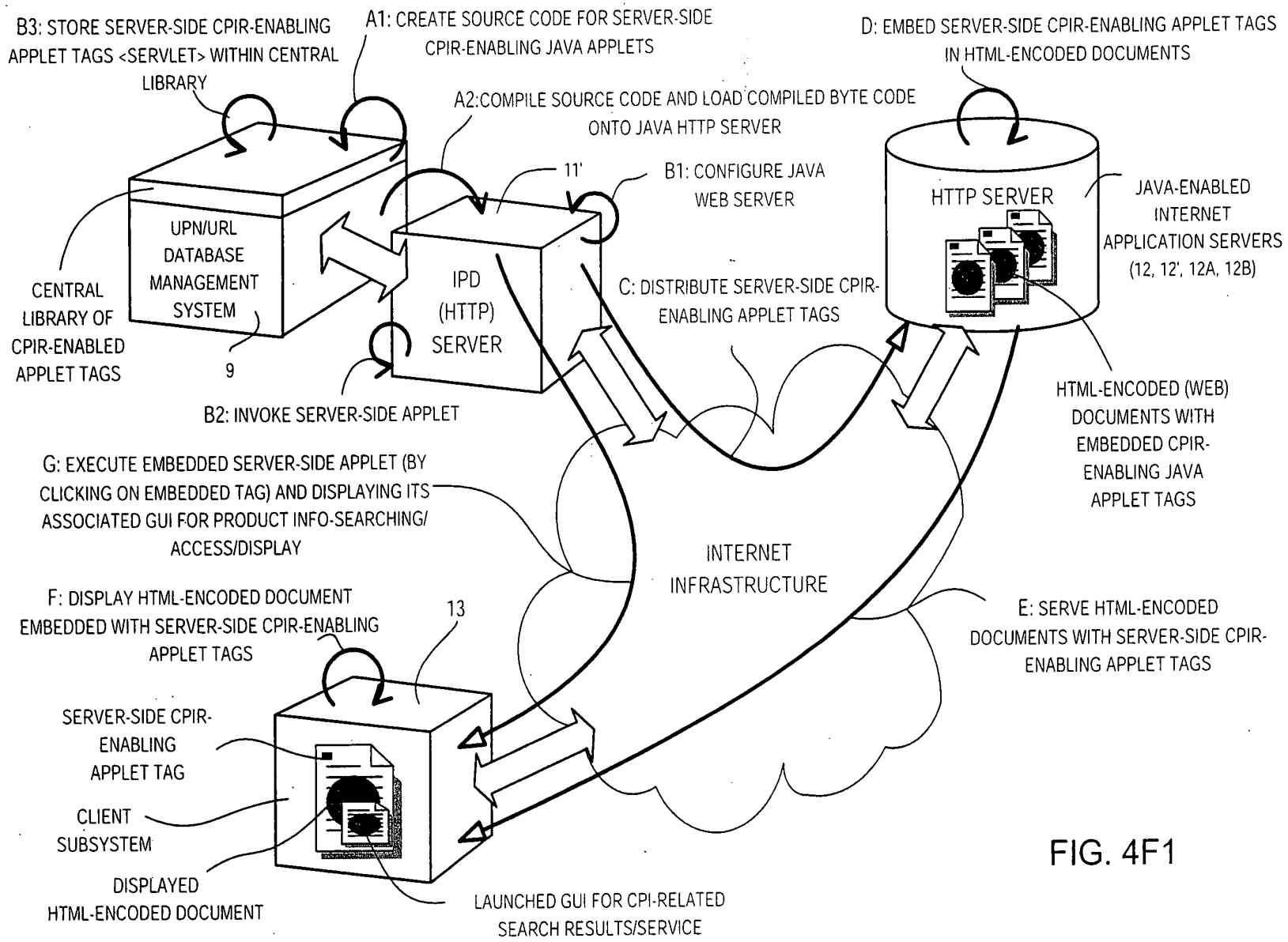


FIG. 4F1

Replacement Sheet

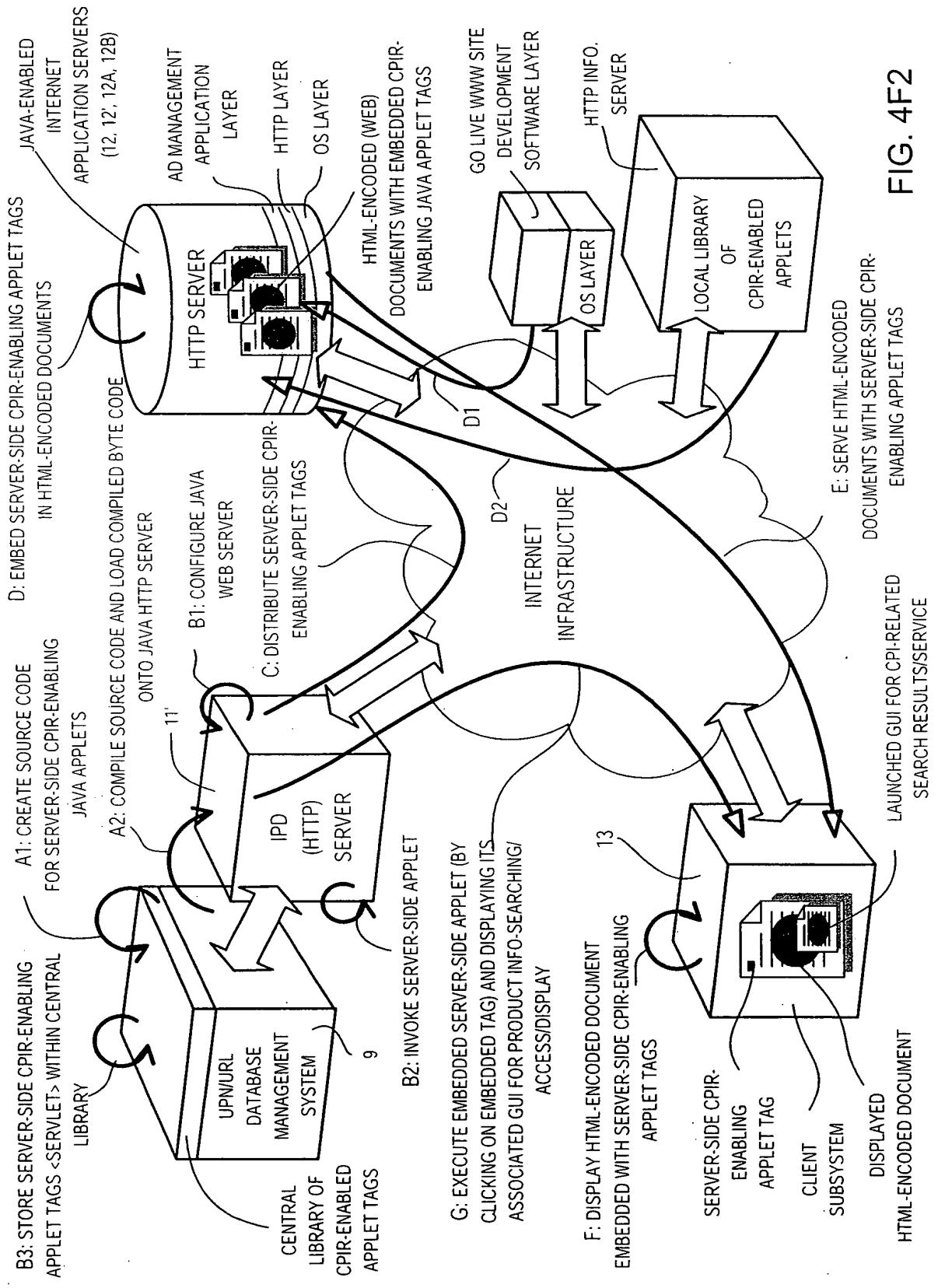

JAVA-ENABLED INTERNET APPLICATION SERVERS (12, 12', 12A, 12B)
AD MANAGEMENT APPLICATION LAYER
HTTP LAYER
OS LAYER
HTTP SERVER
HTML-ENCODED (WEB) DOCUMENTS WITH EMBEDDED CPIR-ENABLING JAVA APPLET TAGS
GO LIVE WWW SITE DEVELOPMENT SOFTWARE LAYER
HTTP INFO. SERVER
OS LAYER
LOCAL LIBRARY OF CPIR-ENABLED APPLETS
D: EMBED SERVER-SIDE CPIR-ENABLING APPLET TAGS IN HTML-ENCODED DOCUMENTS
A1: CREATE SOURCE CODE FOR SERVER-SIDE CPIR-ENABLING JAVA APPLETS
A2: COMPILE SOURCE CODE AND LOAD COMPILED BYTE CODE ONTO JAVA HTTP SERVER
B1: CONFIGURE JAVA WEB SERVER
C: DISTRIBUTE SERVER-SIDE CPIR-ENABLING APPLET TAGS
D1
D2
INTERNET INFRASTRUCTURE
E: SERVE HTML-ENCODED DOCUMENTS WITH SERVER-SIDE CPIR-ENABLING APPLET TAGS
11'
IPD (HTTP) SERVER
B2: INVOKE SERVER-SIDE APPLET
B3: STORE SERVER-SIDE CPIR-ENABLING APPLET TAGS <SERVLET> WITHIN CENTRAL LIBRARY
UPN/URL DATABASE MANAGEMENT SYSTEM
9
CENTRAL LIBRARY OF CPIR-ENABLED APPLET TAGS
G: EXECUTE EMBEDDED SERVER-SIDE APPLET (BY CLICKING ON EMBEDDED TAG) AND DISPLAYING ITS ASSOCIATED GUI FOR PRODUCT INFO-SEARCHING/ ACCESS/DISPLAY
F: DISPLAY HTML-ENCODED DOCUMENT EMBEDDED WITH SERVER-SIDE CPIR-ENABLING APPLET TAGS
13
SERVER-SIDE CPIR-ENABLING APPLET TAG
CLIENT SUBSYSTEM
DISPLAYED HTML-ENCODED DOCUMENT
LAUNCHED GUI FOR CPI-RELATED SEARCH RESULTS/SERVICE

FIG. 4F2

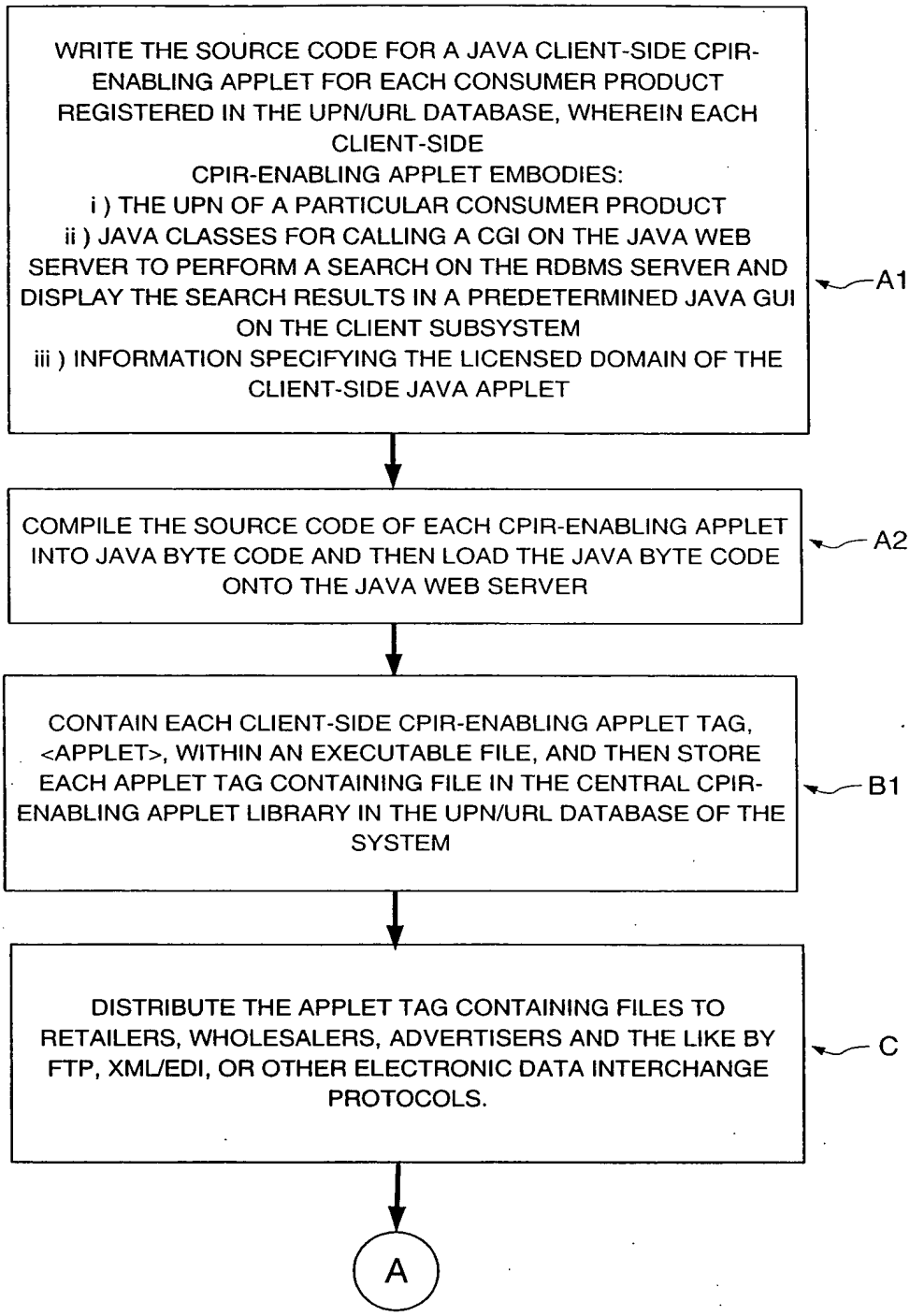

WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:
i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
ii) JAVA CLASSES FOR CALLING A CGI ON THE JAVA WEB SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET
A1
COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER
A2
CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM
B1
DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.
C
A

FIG. 4G1

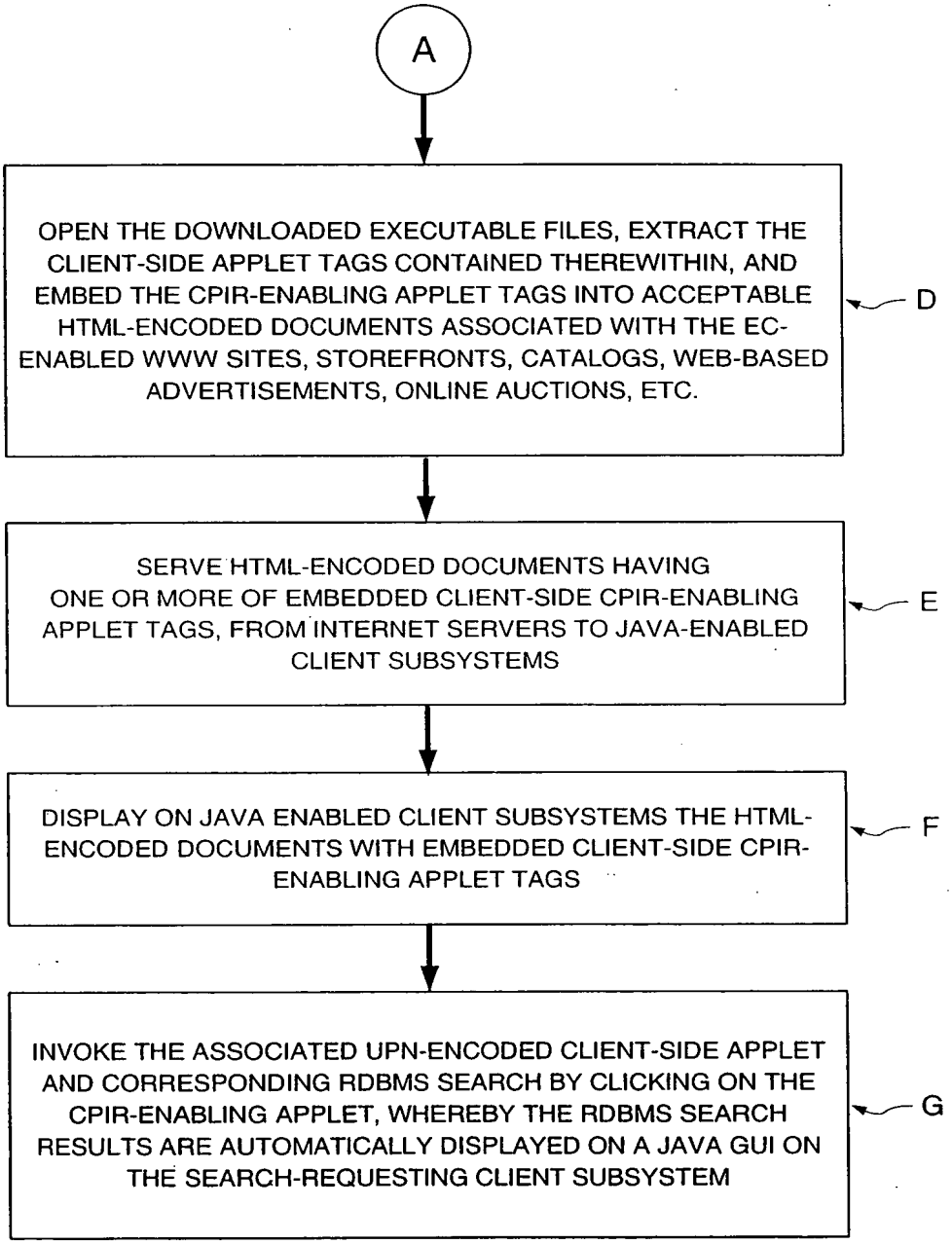

A
OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.
D
SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS
E
DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS
F
INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM
G

FIG. 4G2

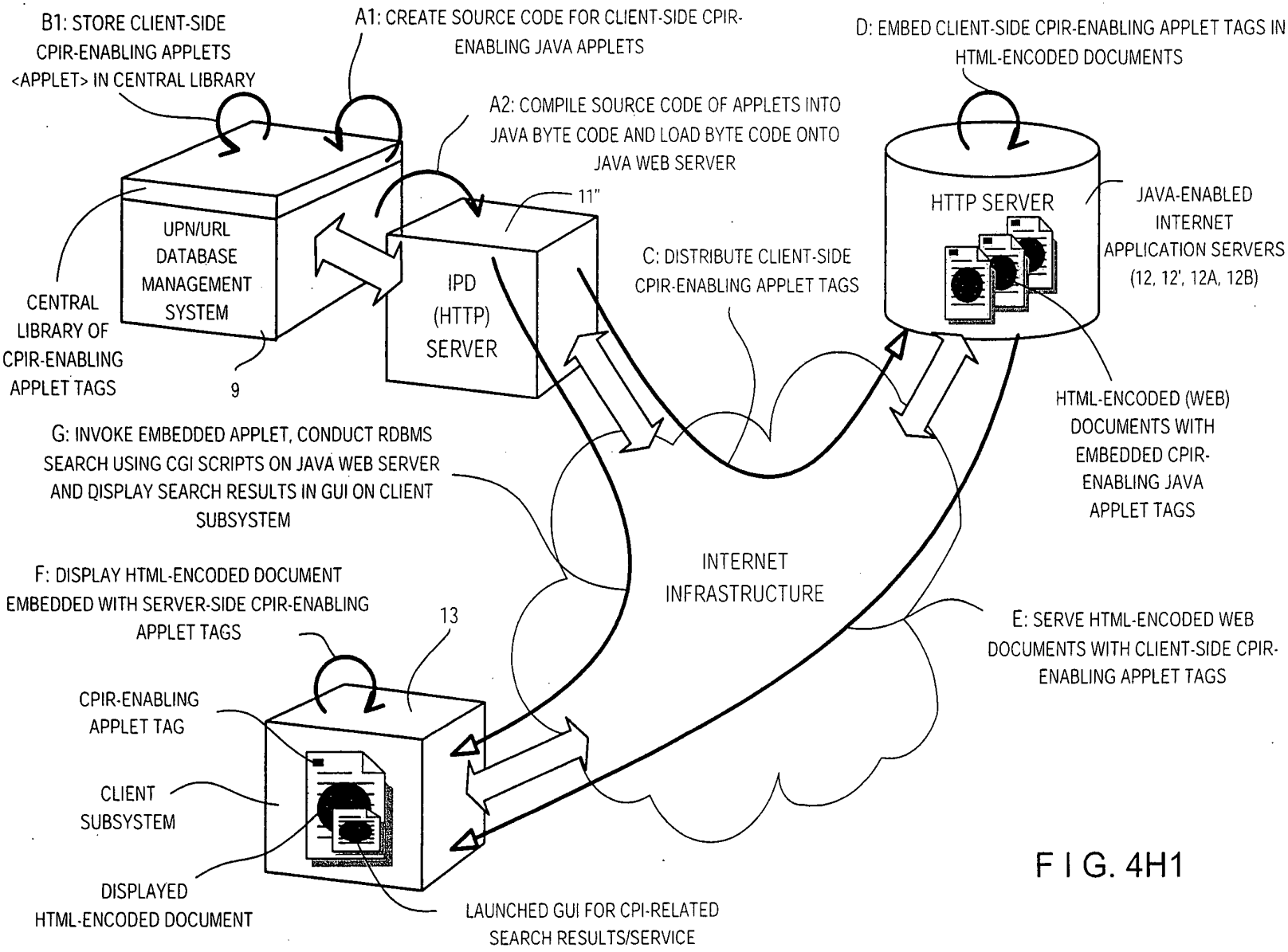


FIG. 4H1

Replacement Sheet

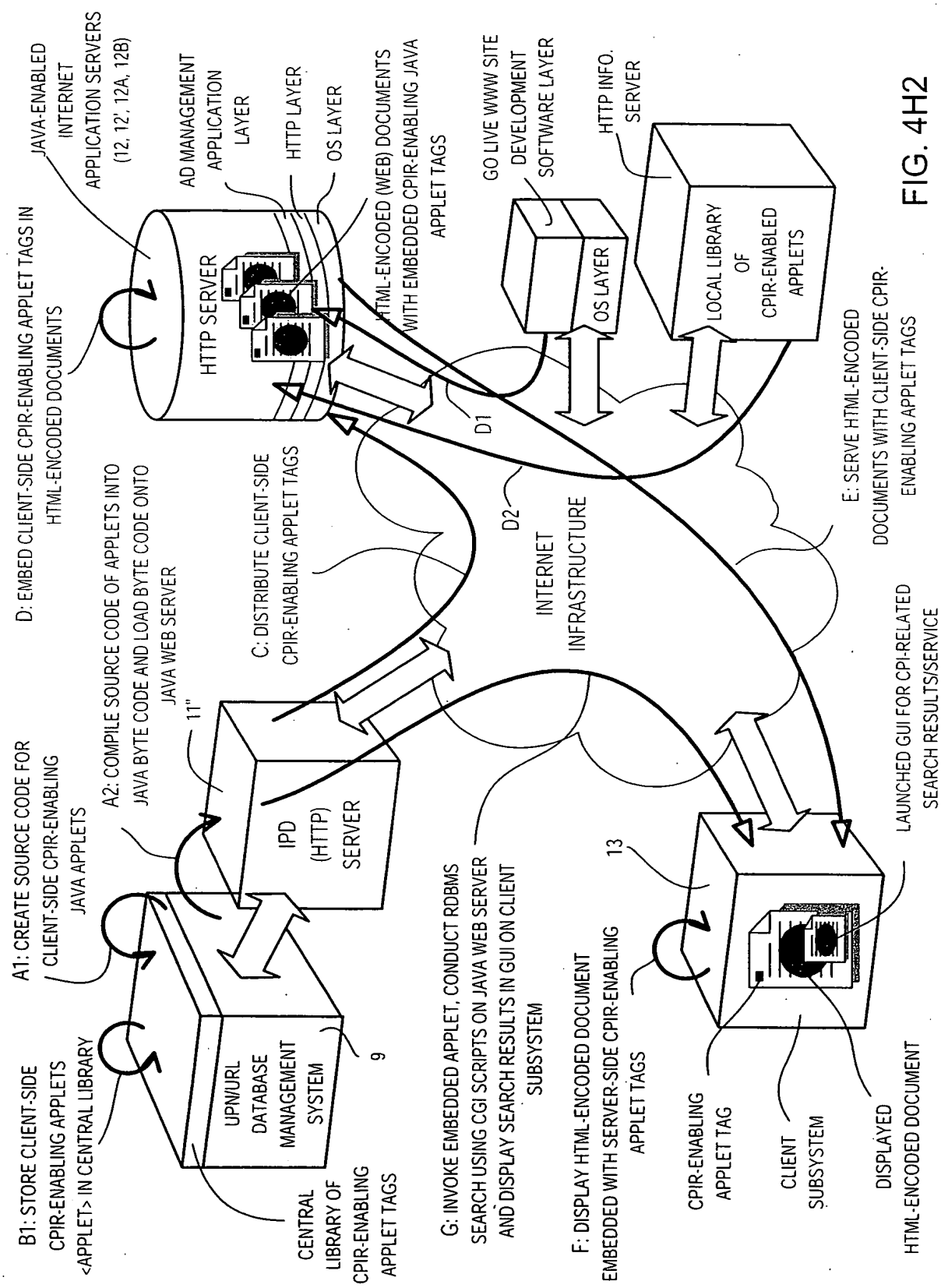

JAVA-ENABLED INTERNET APPLICATION SERVERS (12, 12', 12A, 12B)
AD MANAGEMENT APPLICATION LAYER
HTTP LAYER
OS LAYER
HTML-ENCODED (WEB) DOCUMENTS WITH EMBEDDED CPIR-ENABLING JAVA APPLET TAGS
GO LIVE WWW SITE DEVELOPMENT SOFTWARE LAYER
HTTP INFO. SERVER
HTTP SERVER
OS LAYER
LOCAL LIBRARY OF CPIR-ENABLED APPLETS
D: EMBED CLIENT-SIDE CPIR-ENABLING APPLET TAGS IN HTML-ENCODED DOCUMENTS
D1
D2
INTERNET INFRASTRUCTURE
C: DISTRIBUTE CLIENT-SIDE CPIR-ENABLING APPLET TAGS
A2: COMPILE SOURCE CODE OF APPLETS INTO JAVA BYTE CODE AND LOAD BYTE CODE ONTO JAVA WEB SERVER
11"
IPD (HTTP) SERVER
A1: CREATE SOURCE CODE FOR CLIENT-SIDE CPIR-ENABLING JAVA APPLETS
B1: STORE CLIENT-SIDE CPIR-ENABLING APPLETS <APPLET> IN CENTRAL LIBRARY
UPN/URL DATABASE MANAGEMENT SYSTEM
9
CENTRAL LIBRARY OF CPIR-ENABLING APPLET TAGS
G: INVOKE EMBEDDED APPLET, CONDUCT RDBMS SEARCH USING CGI SCRIPTS ON JAVA WEB SERVER AND DISPLAY SEARCH RESULTS IN GUI ON CLIENT SUBSYSTEM
F: DISPLAY HTML-ENCODED DOCUMENT EMBEDDED WITH SERVER-SIDE CPIR-ENABLING APPLET TAGS
13
CPIR-ENABLING APPLET TAG
CLIENT SUBSYSTEM
DISPLAYED HTML-ENCODED DOCUMENT
LAUNCHED GUI FOR CPI-RELATED SEARCH RESULTS/SERVICE
E: SERVE HTML-ENCODED DOCUMENTS WITH CLIENT-SIDE CPIR-ENABLING APPLET TAGS

FIG. 4H2

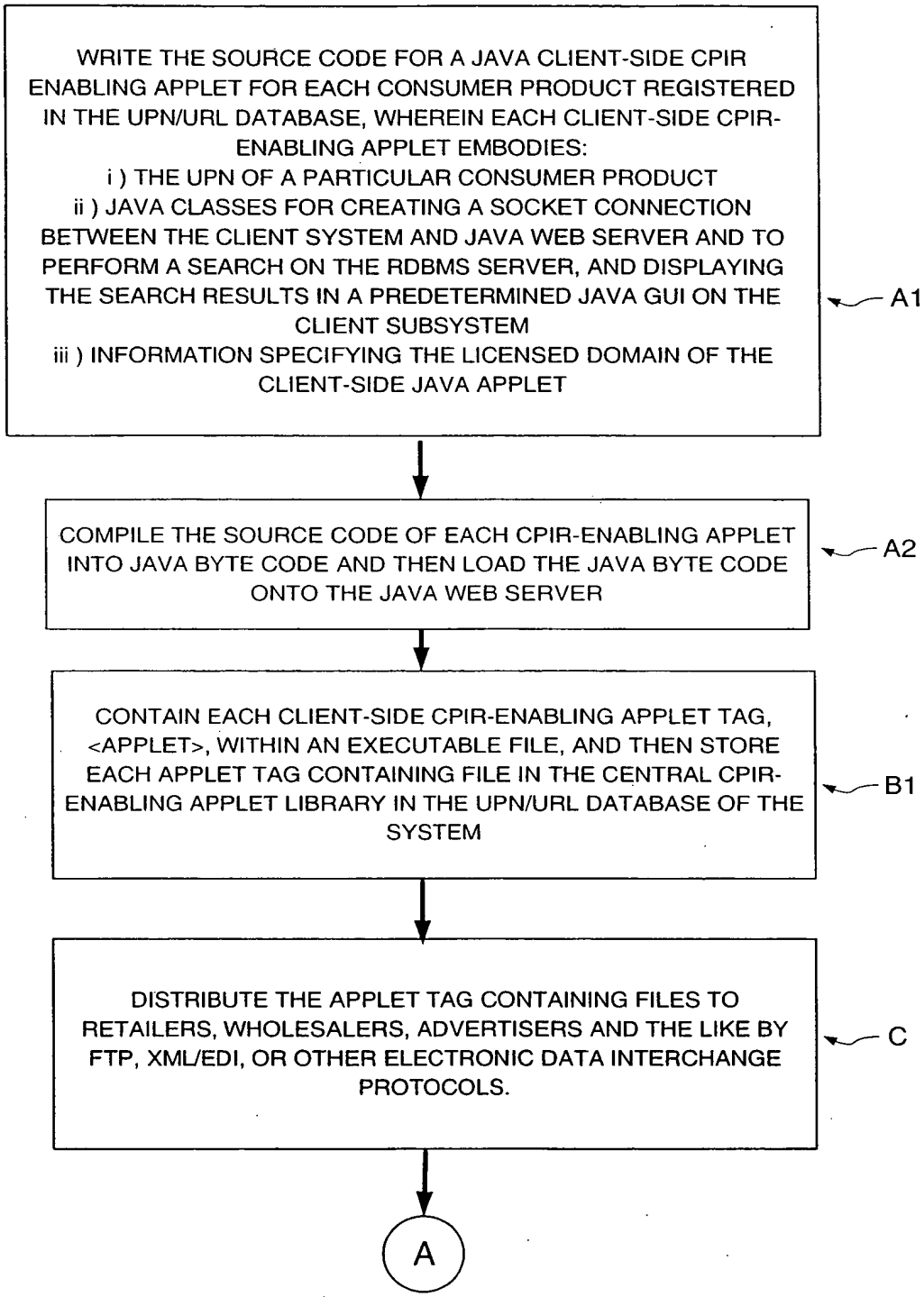

WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:
i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
ii) JAVA CLASSES FOR CREATING A SOCKET CONNECTION BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER AND TO PERFORM A SEARCH ON THE RDBMS SERVER, AND DISPLAYING THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET
A1
COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER
A2
CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM
B1
DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.
C
A

FIG. 4I1

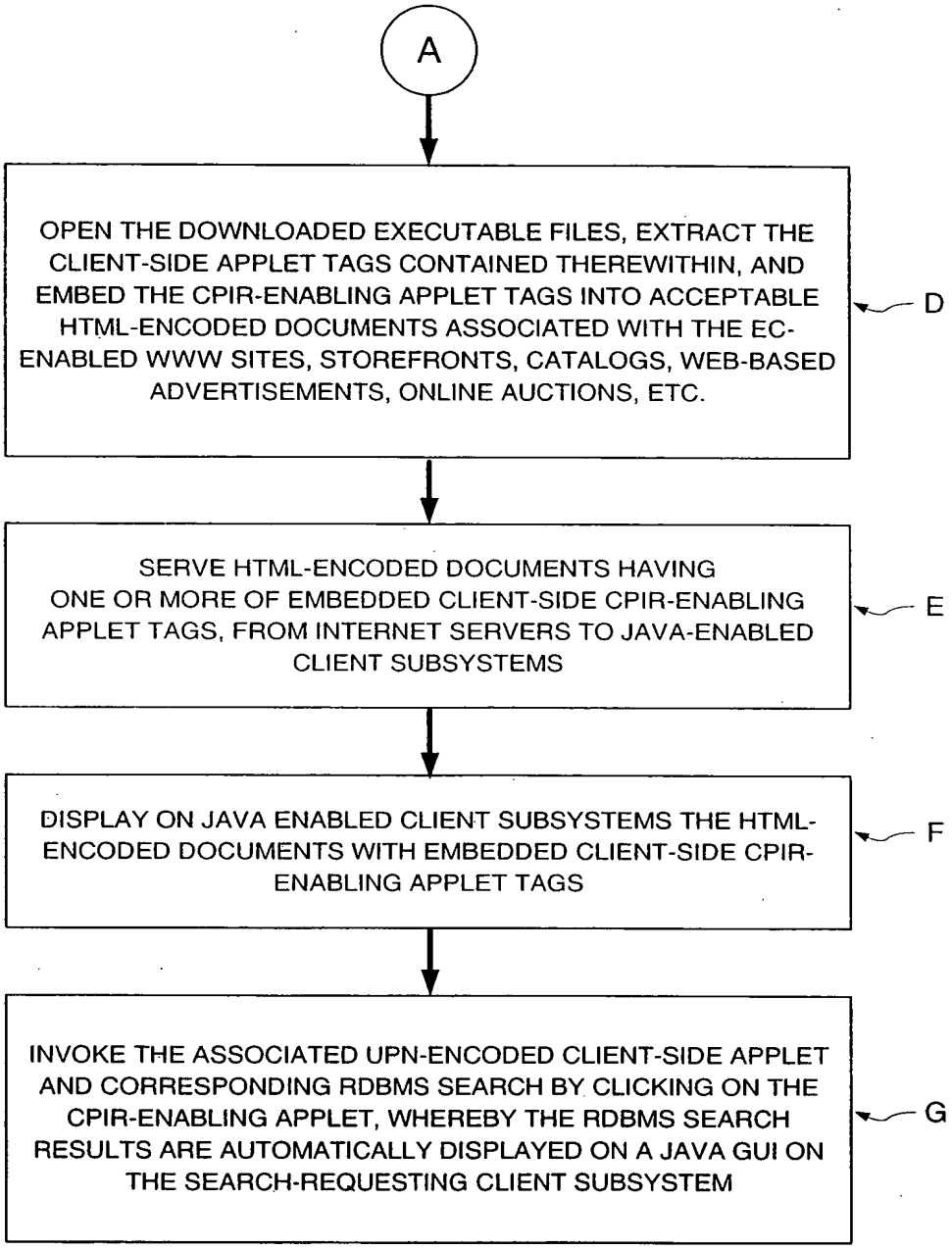

A
OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.
D
SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS
E
DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS
F
INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM
G

FIG. 4I2

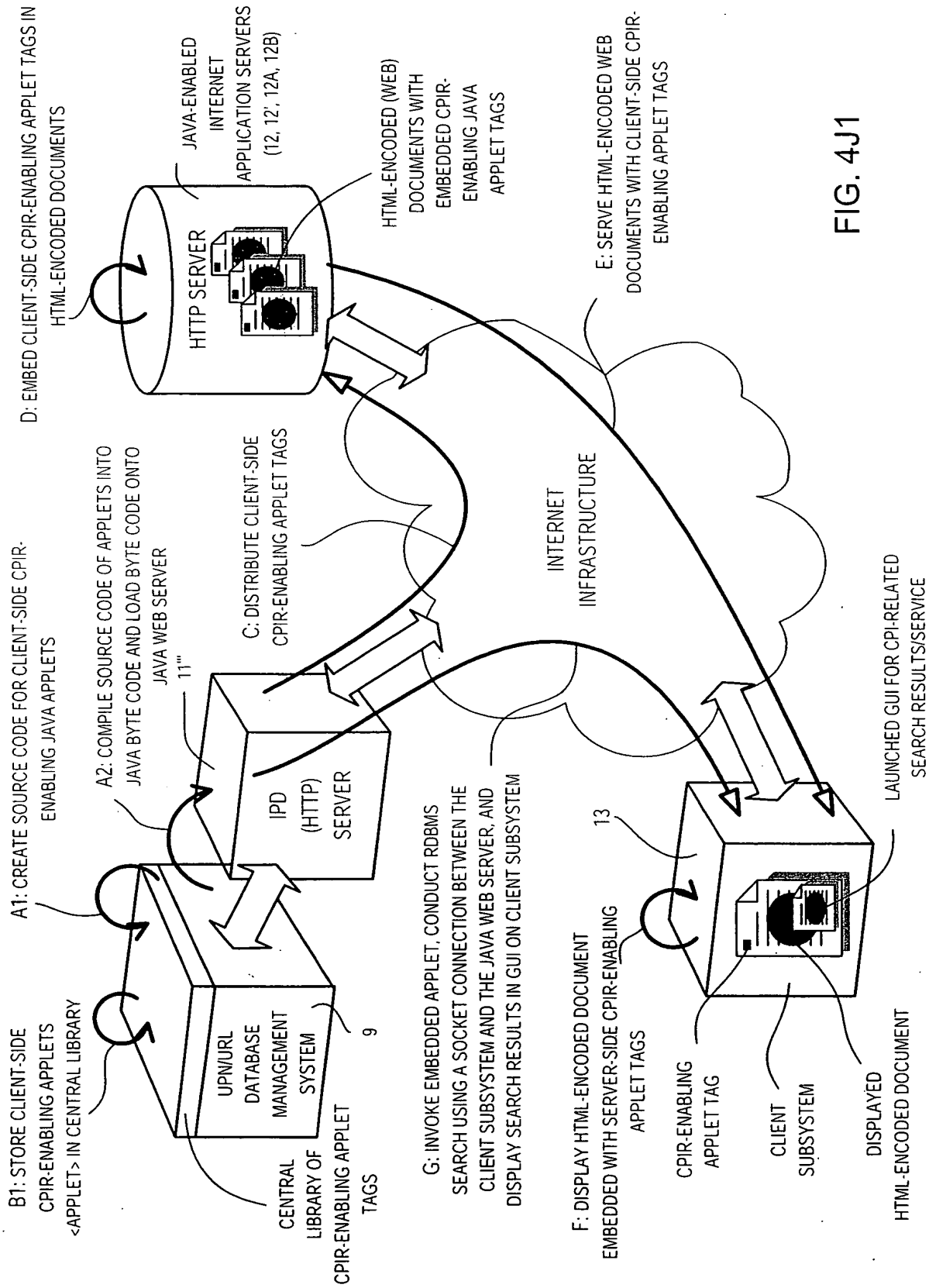

D: EMBED CLIENT-SIDE CPIR-ENABLING APPLET TAGS IN HTML-ENCODED DOCUMENTS
JAVA-ENABLED INTERNET APPLICATION SERVERS (12, 12', 12A, 12B)
HTTP SERVER
HTML-ENCODED (WEB) DOCUMENTS WITH EMBEDDED CPIR-ENABLING JAVA APPLET TAGS
E: SERVE HTML-ENCODED WEB DOCUMENTS WITH CLIENT-SIDE CPIR-ENABLING APPLET TAGS
A1: CREATE SOURCE CODE FOR CLIENT-SIDE CPIR-ENABLING JAVA APPLETS
A2: COMPILE SOURCE CODE OF APPLETS INTO JAVA BYTE CODE AND LOAD BYTE CODE ONTO JAVA WEB SERVER
11''
C: DISTRIBUTE CLIENT-SIDE CPIR-ENABLING APPLET TAGS
IPD (HTTP) SERVER
INTERNET INFRASTRUCTURE
B1: STORE CLIENT-SIDE CPIR-ENABLING APPLETS <APPLET> IN CENTRAL LIBRARY
UPN/URL DATABASE MANAGEMENT SYSTEM
9
CENTRAL LIBRARY OF CPIR-ENABLING APPLET TAGS
G: INVOKE EMBEDDED APPLET, CONDUCT RDBMS SEARCH USING A SOCKET CONNECTION BETWEEN THE CLIENT SUBSYSTEM AND THE JAVA WEB SERVER, AND DISPLAY SEARCH RESULTS IN GUI ON CLIENT SUBSYSTEM
13
F: DISPLAY HTML-ENCODED DOCUMENT EMBEDDED WITH SERVER-SIDE CPIR-ENABLING APPLET TAGS
CPIR-ENABLING APPLET TAG
CLIENT SUBSYSTEM
DISPLAYED HTML-ENCODED DOCUMENT
LAUNCHED GUI FOR CPI-RELATED SEARCH RESULTS/SERVICE

FIG. 4J1

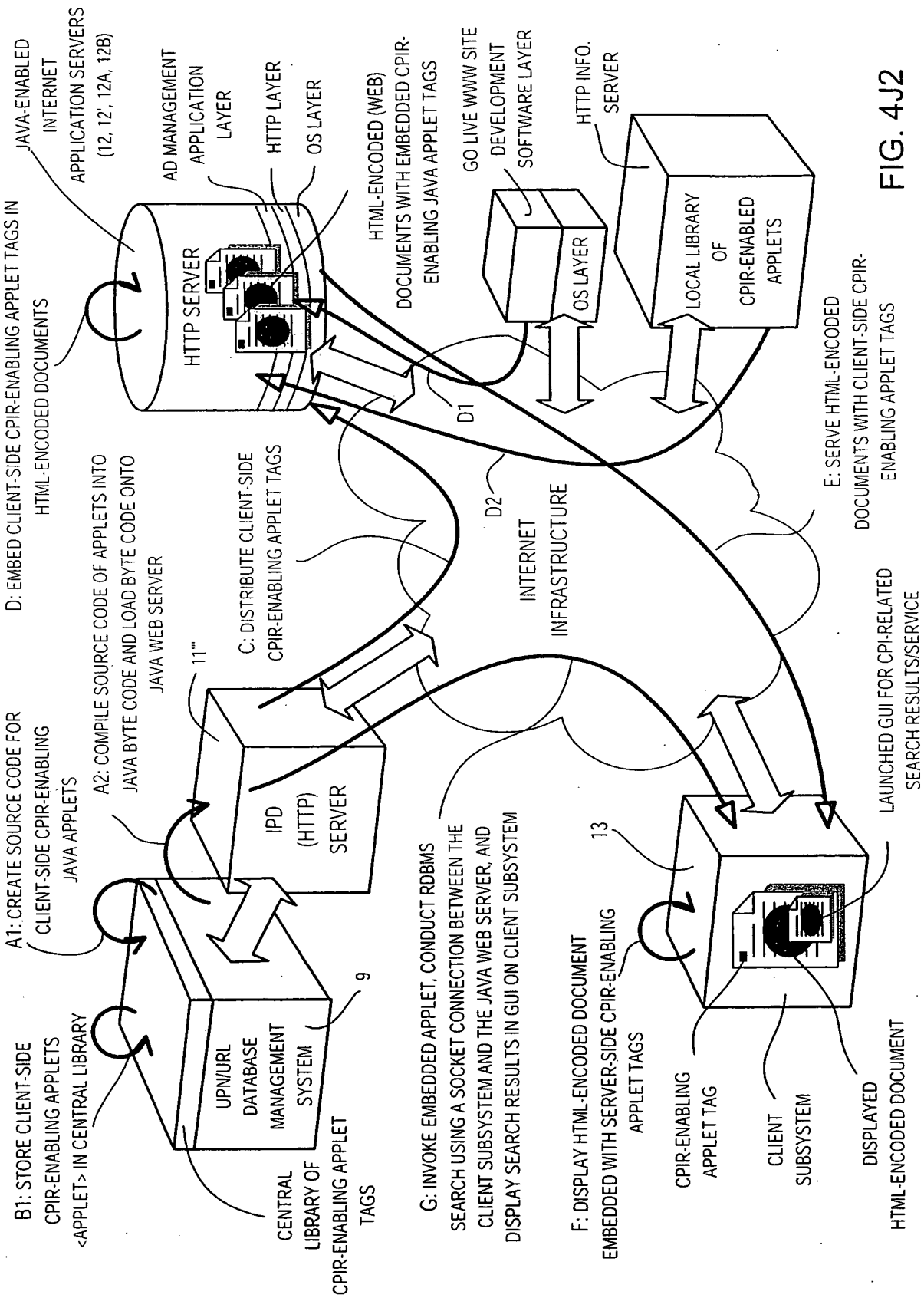

JAVA-ENABLED INTERNET APPLICATION SERVERS (12, 12', 12A, 12B)
AD MANAGEMENT APPLICATION LAYER
HTTP LAYER
OS LAYER
HTTP SERVER
D: EMBED CLIENT-SIDE CPIR-ENABLING APPLET TAGS IN HTML-ENCODED DOCUMENTS
HTML-ENCODED (WEB) DOCUMENTS WITH EMBEDDED CPIR-ENABLING JAVA APPLET TAGS
GO LIVE WWW SITE DEVELOPMENT SOFTWARE LAYER
OS LAYER
HTTP INFO. SERVER
LOCAL LIBRARY OF CPIR-ENABLED APPLETS
D1
D2
INTERNET INFRASTRUCTURE
A1: CREATE SOURCE CODE FOR CLIENT-SIDE CPIR-ENABLING JAVA APPLETS
A2: COMPILE SOURCE CODE OF APPLETS INTO JAVA BYTE CODE AND LOAD BYTE CODE ONTO JAVA WEB SERVER
11'''
C: DISTRIBUTE CLIENT-SIDE CPIR-ENABLING APPLET TAGS
IPD (HTTP) SERVER
E: SERVE HTML-ENCODED DOCUMENTS WITH CLIENT-SIDE CPIR-ENABLING APPLET TAGS
G: INVOKE EMBEDDED APPLET, CONDUCT RDBMS SEARCH USING A SOCKET CONNECTION BETWEEN THE CLIENT SUBSYSTEM AND THE JAVA WEB SERVER, AND DISPLAY SEARCH RESULTS IN GUI ON CLIENT SUBSYSTEM
LAUNCHED GUI FOR CPI-RELATED SEARCH RESULTS/SERVICE
13
F: DISPLAY HTML-ENCODED DOCUMENT EMBEDDED WITH SERVER-SIDE CPIR-ENABLING APPLET TAGS
B1: STORE CLIENT-SIDE CPIR-ENABLING APPLETS <APPLET> IN CENTRAL LIBRARY
UPN/URL DATABASE MANAGEMENT SYSTEM
9
CENTRAL LIBRARY OF CPIR-ENABLING APPLET TAGS
CPIR-ENABLING APPLET TAG
CLIENT SUBSYSTEM
DISPLAYED HTML-ENCODED DOCUMENT

FIG. 4J2

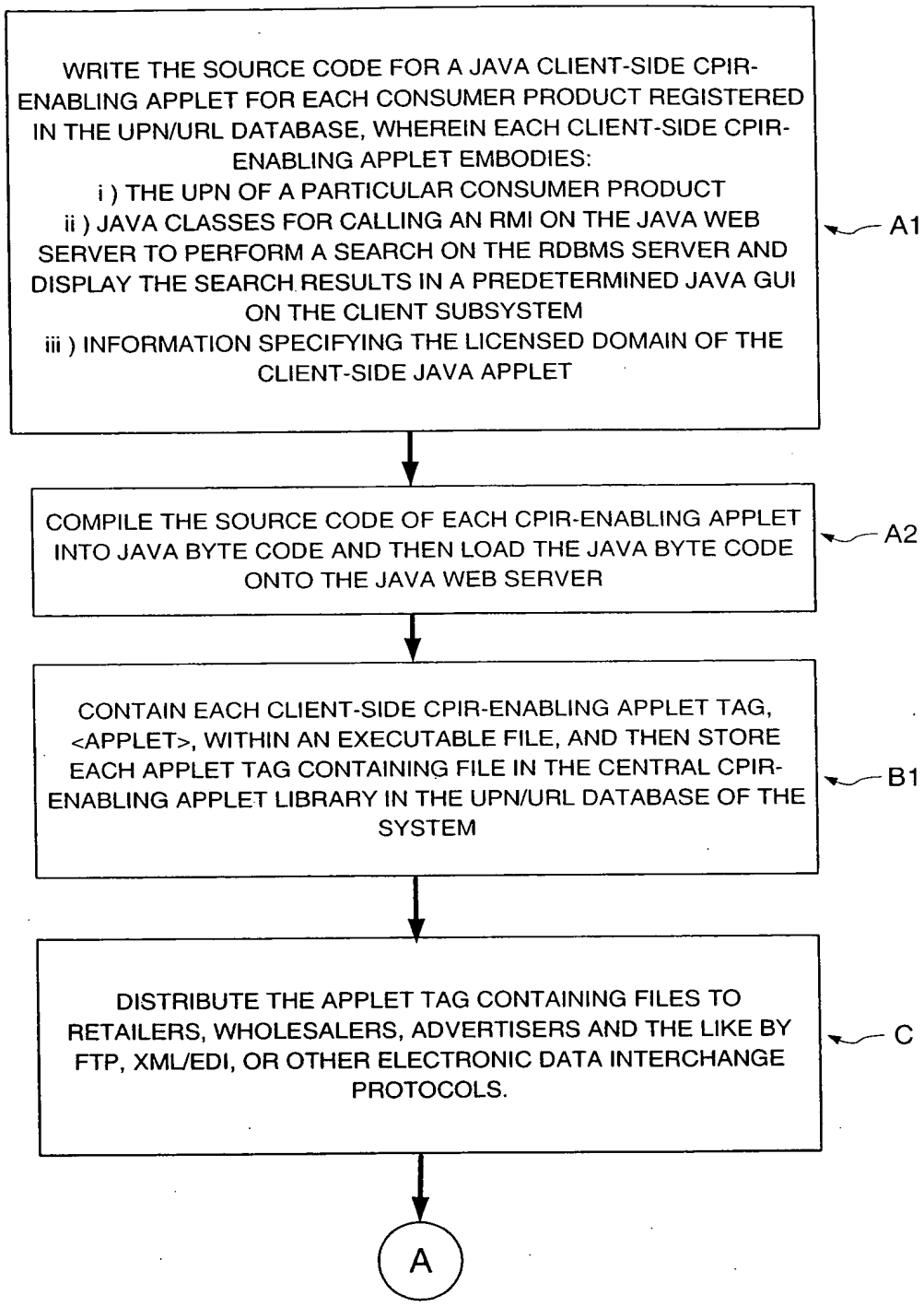

WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:
i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
ii) JAVA CLASSES FOR CALLING AN RMI ON THE JAVA WEB SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM
iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET
A1
COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER
A2
CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM
B1
DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.
C
A

FIG. 4K1

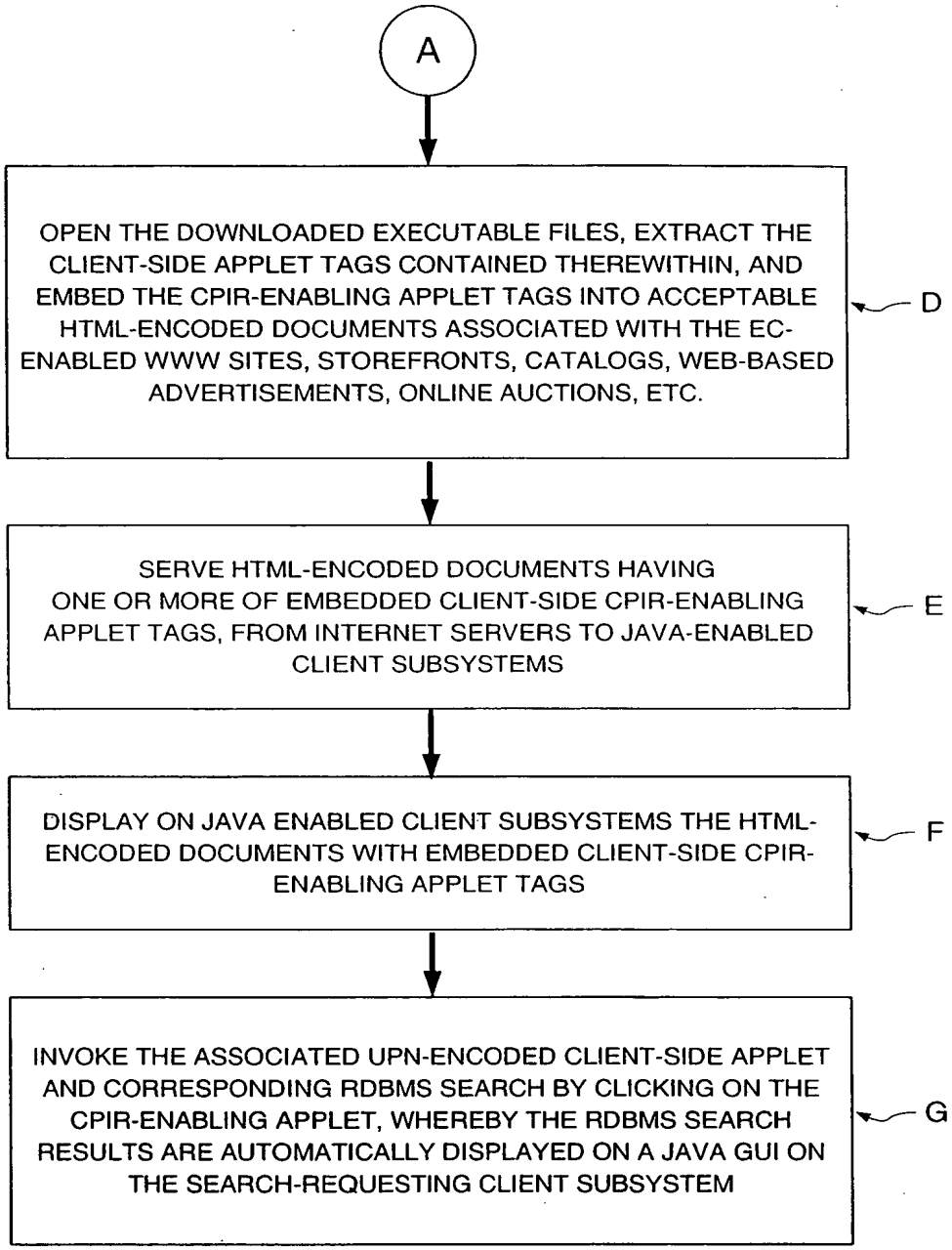

A
OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE EC-ENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.
D
SERVE HTML-ENCODED DOCUMENTS HAVING ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED CLIENT SUBSYSTEMS
E
DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS
F
INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM
G

FIG. 4K2

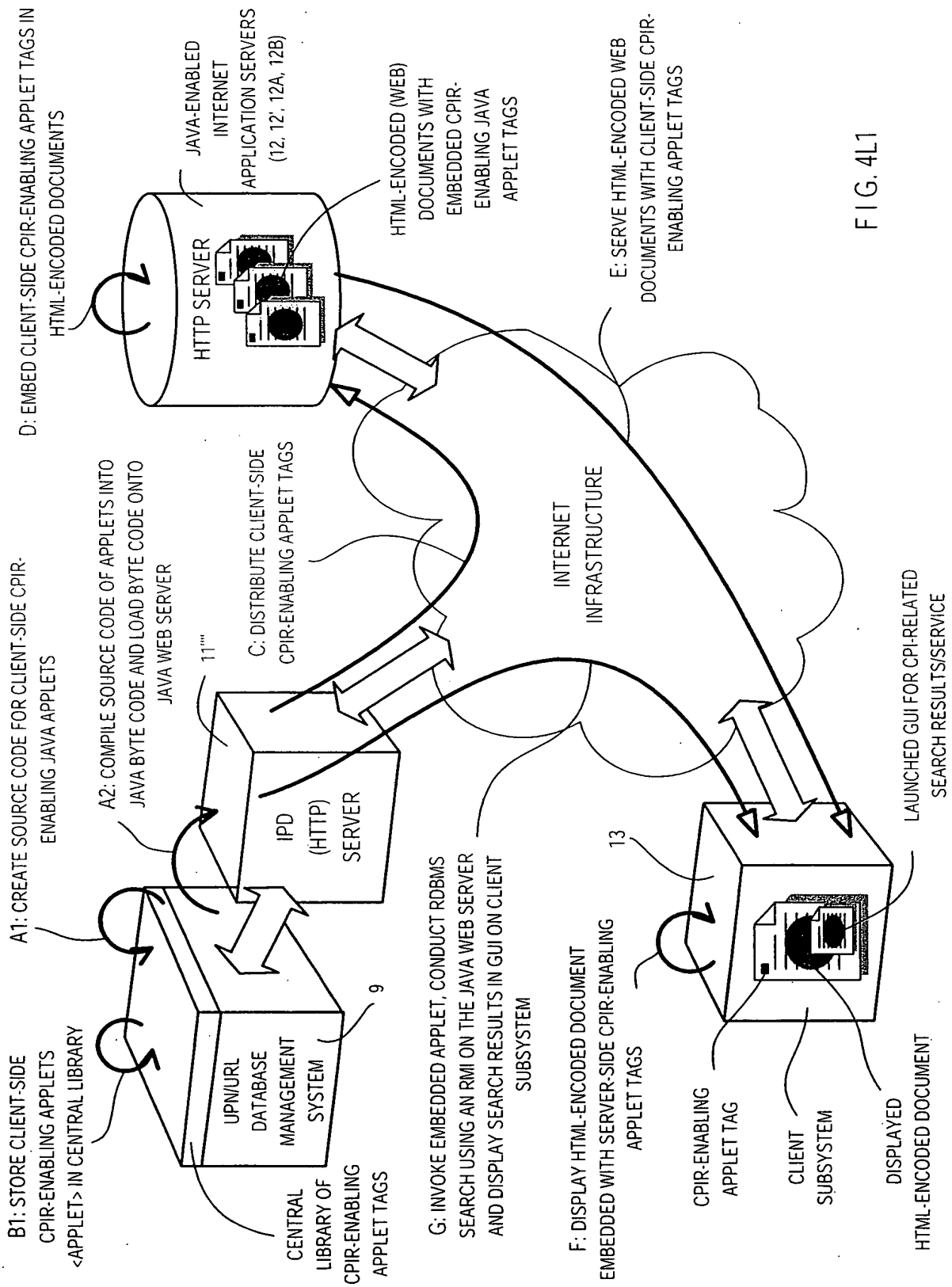
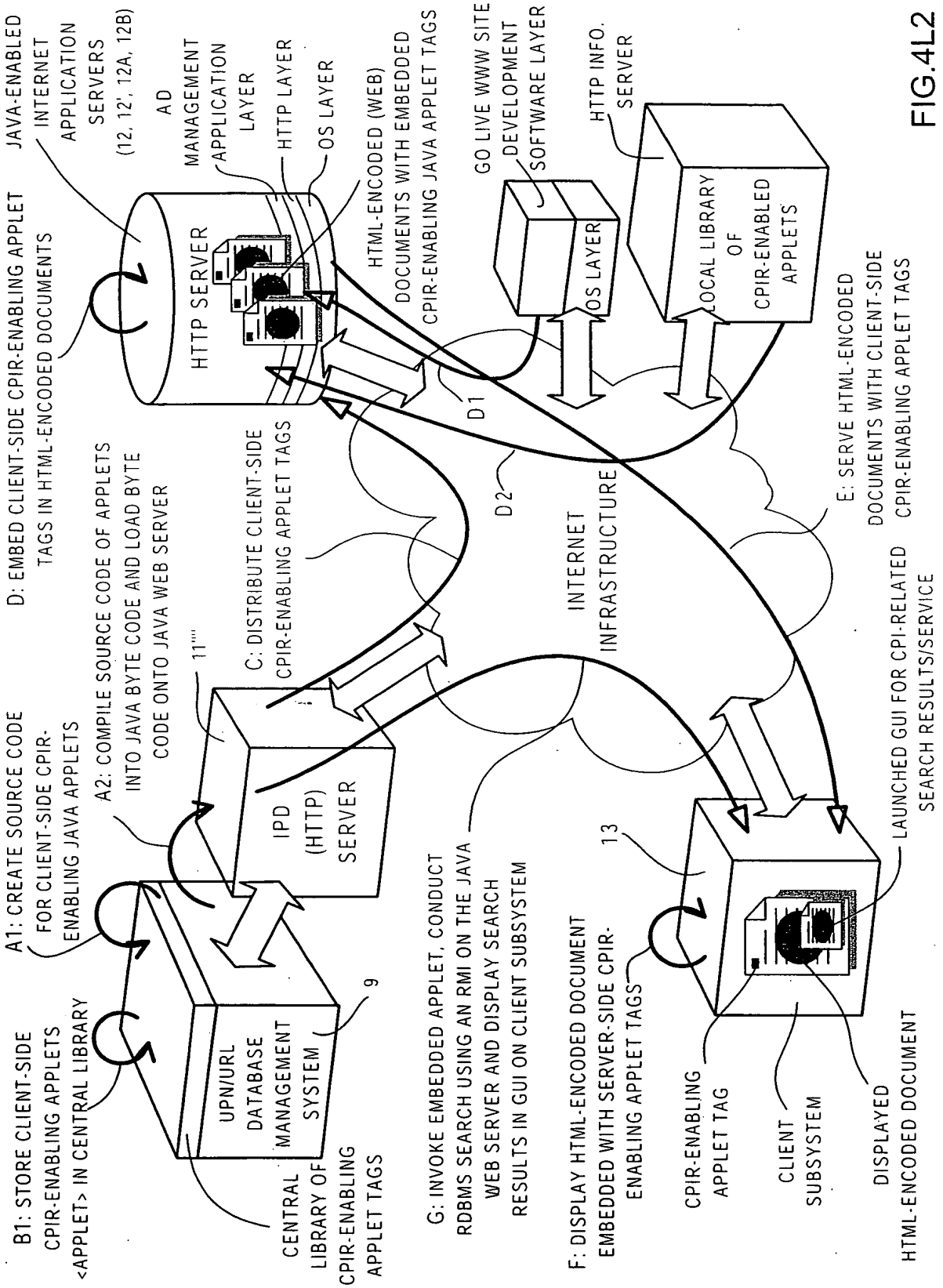

D: EMBED CLIENT-SIDE CPIR-ENABLING APPLET TAGS IN HTML-ENCODED DOCUMENTS
JAVA-ENABLED INTERNET APPLICATION SERVERS (12, 12', 12A, 12B)
HTTP SERVER
HTML-ENCODED (WEB) DOCUMENTS WITH EMBEDDED CPIR-ENABLING JAVA APPLET TAGS
E: SERVE HTML-ENCODED WEB DOCUMENTS WITH CLIENT-SIDE CPIR-ENABLING APPLET TAGS
A2: COMPILE SOURCE CODE OF APPLETS INTO JAVA BYTE CODE AND LOAD BYTE CODE ONTO JAVA WEB SERVER
11''''
C: DISTRIBUTE CLIENT-SIDE CPIR-ENABLING APPLET TAGS
INTERNET INFRASTRUCTURE
A1: CREATE SOURCE CODE FOR CLIENT-SIDE CPIR-ENABLING JAVA APPLETS
IPD (HTTP) SERVER
LAUNCHED GUI FOR CPI-RELATED SEARCH RESULTS/SERVICE
G: INVOKE EMBEDDED APPLET, CONDUCT RDBMS SEARCH USING AN RMI ON THE JAVA WEB SERVER AND DISPLAY SEARCH RESULTS IN GUI ON CLIENT SUBSYSTEM
13
F: DISPLAY HTML-ENCODED DOCUMENT EMBEDDED WITH SERVER-SIDE CPIR-ENABLING APPLET TAGS
B1: STORE CLIENT-SIDE CPIR-ENABLING APPLETS <APPLET> IN CENTRAL LIBRARY
UPN/URL DATABASE MANAGEMENT SYSTEM
9
CENTRAL LIBRARY OF CPIR-ENABLING APPLET TAGS
CPIR-ENABLING APPLET TAG
CLIENT SUBSYSTEM
DISPLAYED HTML-ENCODED DOCUMENT

FIG. 4L1


JAVA-ENABLED INTERNET APPLICATION SERVERS (12, 12', 12A, 12B)
AD MANAGEMENT APPLICATION LAYER
HTTP LAYER
OS LAYER
HTTP SERVER
D: EMBED CLIENT-SIDE CPIR-ENABLING APPLET TAGS IN HTML-ENCODED DOCUMENTS
HTML-ENCODED (WEB) DOCUMENTS WITH EMBEDDED CPIR-ENABLING JAVA APPLET TAGS
GO LIVE WWW SITE DEVELOPMENT SOFTWARE LAYER
OS LAYER
HTTP INFO. SERVER
LOCAL LIBRARY OF CPIR-ENABLED APPLETS
D1
D2
INTERNET INFRASTRUCTURE
E: SERVE HTML-ENCODED DOCUMENTS WITH CLIENT-SIDE CPIR-ENABLING APPLET TAGS
A1: CREATE SOURCE CODE FOR CLIENT-SIDE CPIR-ENABLING JAVA APPLETS
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UPN/URL DATABASE MANAGEMENT SYSTEM
9
CENTRAL LIBRARY OF CPIR-ENABLING APPLET TAGS
G: INVOKE EMBEDDED APPLET, CONDUCT RDBMS SEARCH USING AN RMI ON THE JAVA WEB SERVER AND DISPLAY SEARCH RESULTS IN GUI ON CLIENT SUBSYSTEM
F: DISPLAY HTML-ENCODED DOCUMENT EMBEDDED WITH SERVER-SIDE CPIR-ENABLING APPLET TAGS
13
CPIR-ENABLING APPLET TAG
CLIENT SUBSYSTEM
DISPLAYED HTML-ENCODED DOCUMENT
LAUNCHED GUI FOR CPI-RELATED SEARCH RESULTS/SERVICE

FIG.4L2

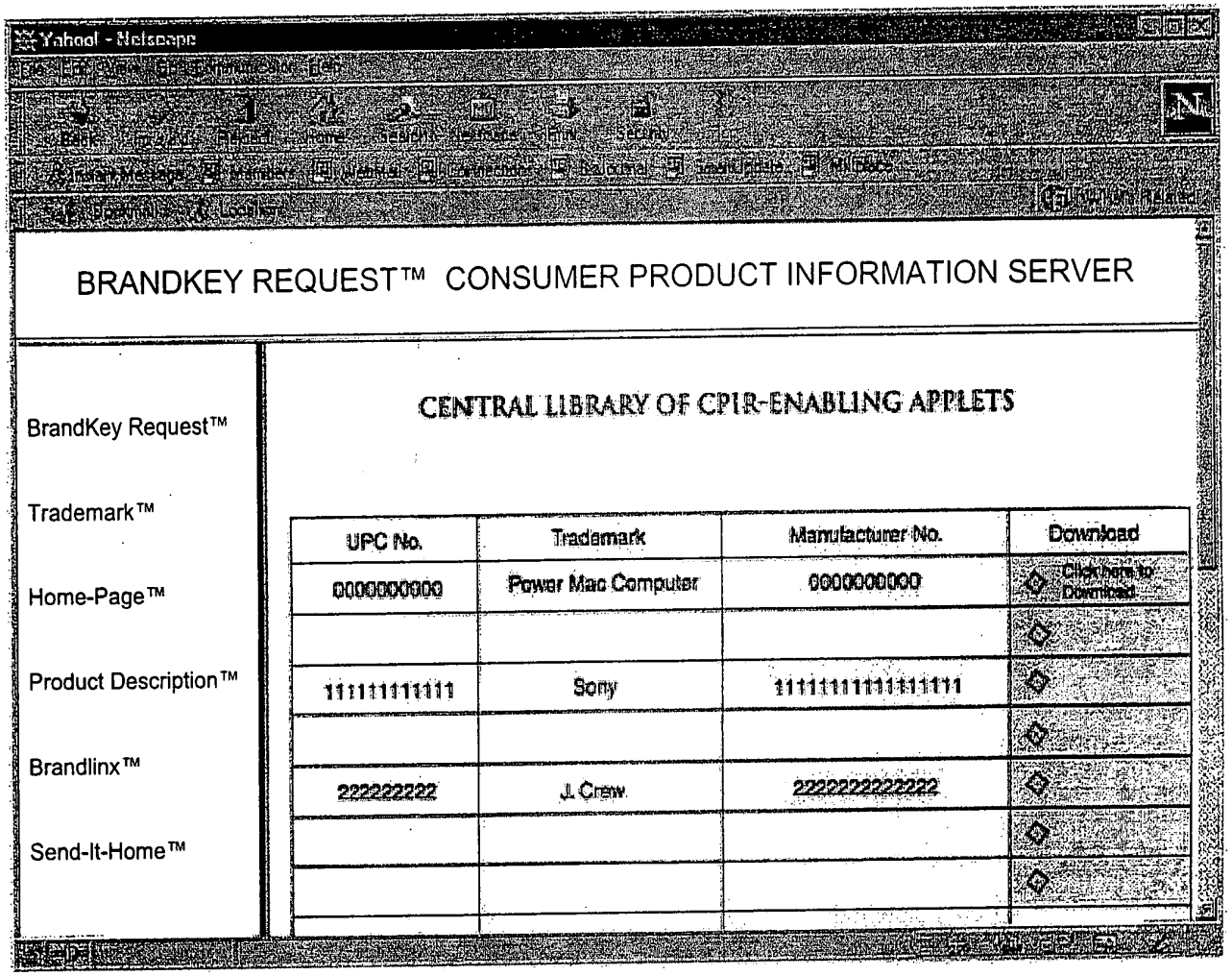
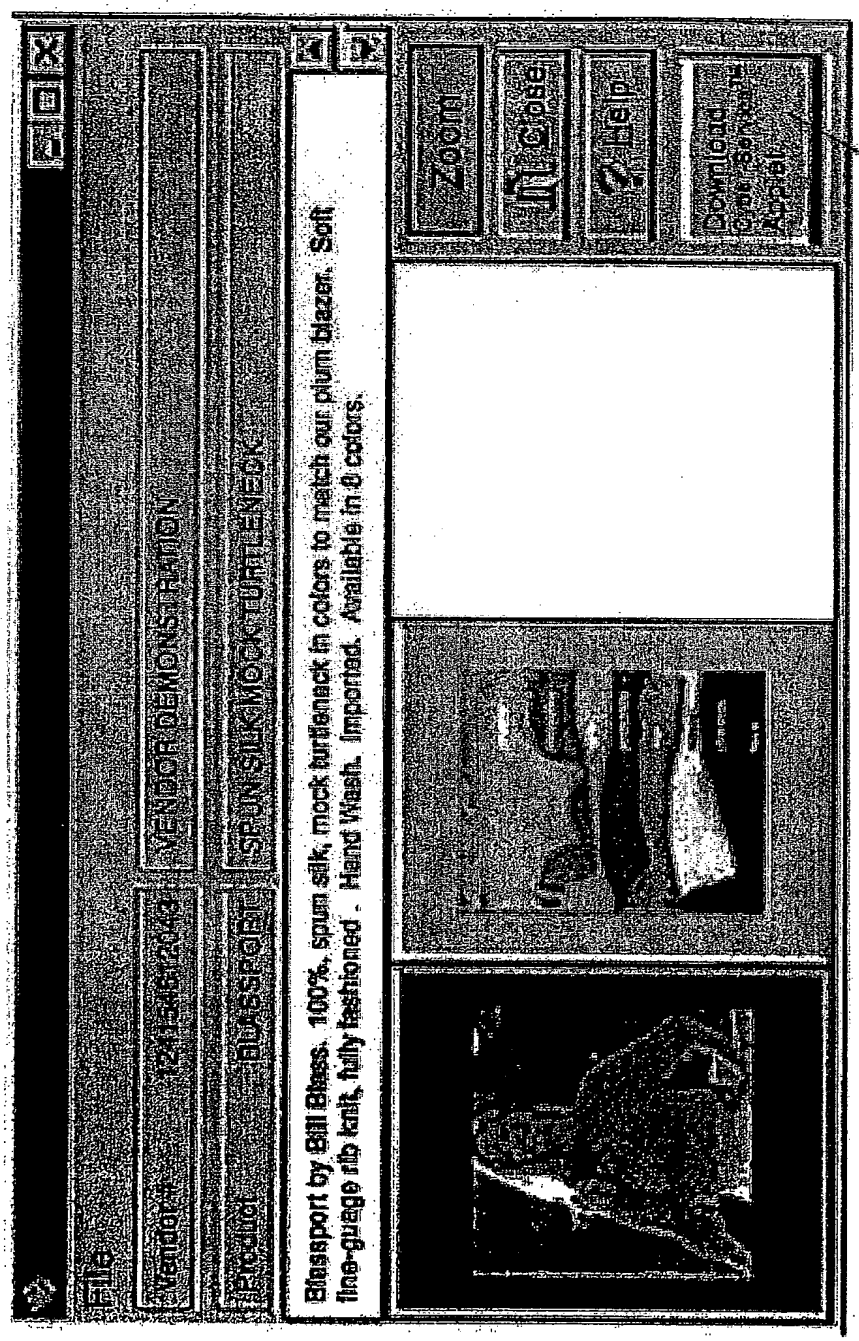


FIG. 4M1

Replacement Sheet


File
Vendor #:
VENDOR DEMONSTRATION
Product:
SPUN SILK MOCK TURTLENECK
Blassport by Bill Blass. 100% spun silk, mock turtleneck in colors to match our plum blazer. Soft fine-guage rib knit, fully fashioned . Hand Wash. Imported. Available in 6 colors.
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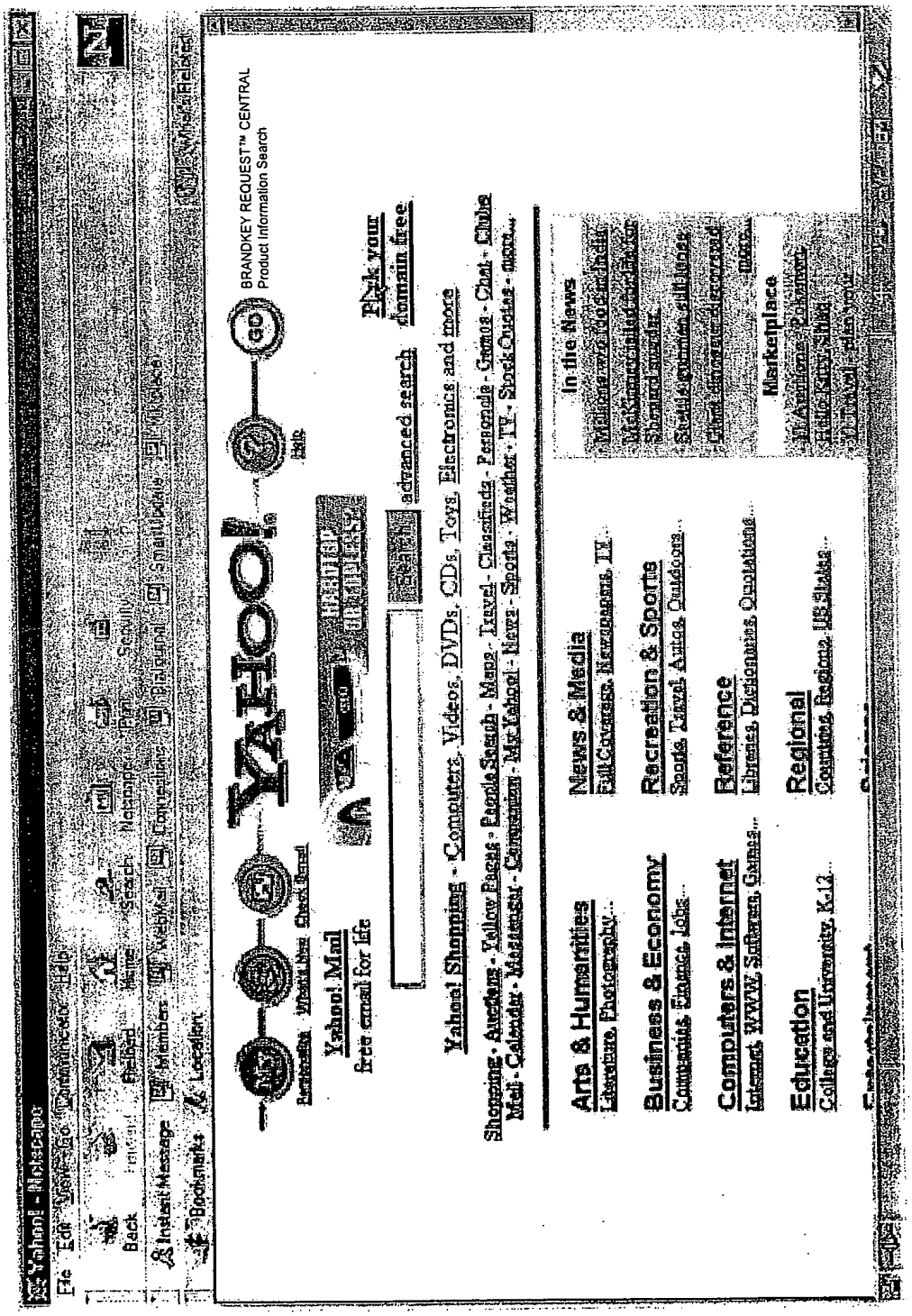
Close
Help
Download
Apparel
100

FIG. 4M2


Yahoo! - Microsoft Internet Explorer
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Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit
Address http://www.yahoo.com/
Links Customize Links Free Hotmail Windows Windows Update
Bookmarks Location: http://www.yahoo.com/
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Shopping - Auctions - Yellow Pages - People Search - Maps - Travel - Classifieds - Personals - Games - Chat - Clubs
Mail - Calendar - Messenger - Companion - My Yahoo! - News - Sports - Weather - TV - Stock Quotes - more...
Arts & Humanities
Literature, Photography...
News & Media
Full Coverage, Newspapers, TV...
In the News
Business & Economy
Companies, Finance, Jobs...
Recreation & Sports
Sports, Travel, Autos, Outdoors...
Computers & Internet
Internet, WWW, Software, Games...
Reference
Libraries, Dictionaries, Quotations...
Education
Colleges and University, K-12...
Regional
Countries, Regions, US States...
Marketplace
Amazon, Eshwave
Hello Kitty Shirts
Travel, eBay
Entertainment
Science

FIG. 4N1

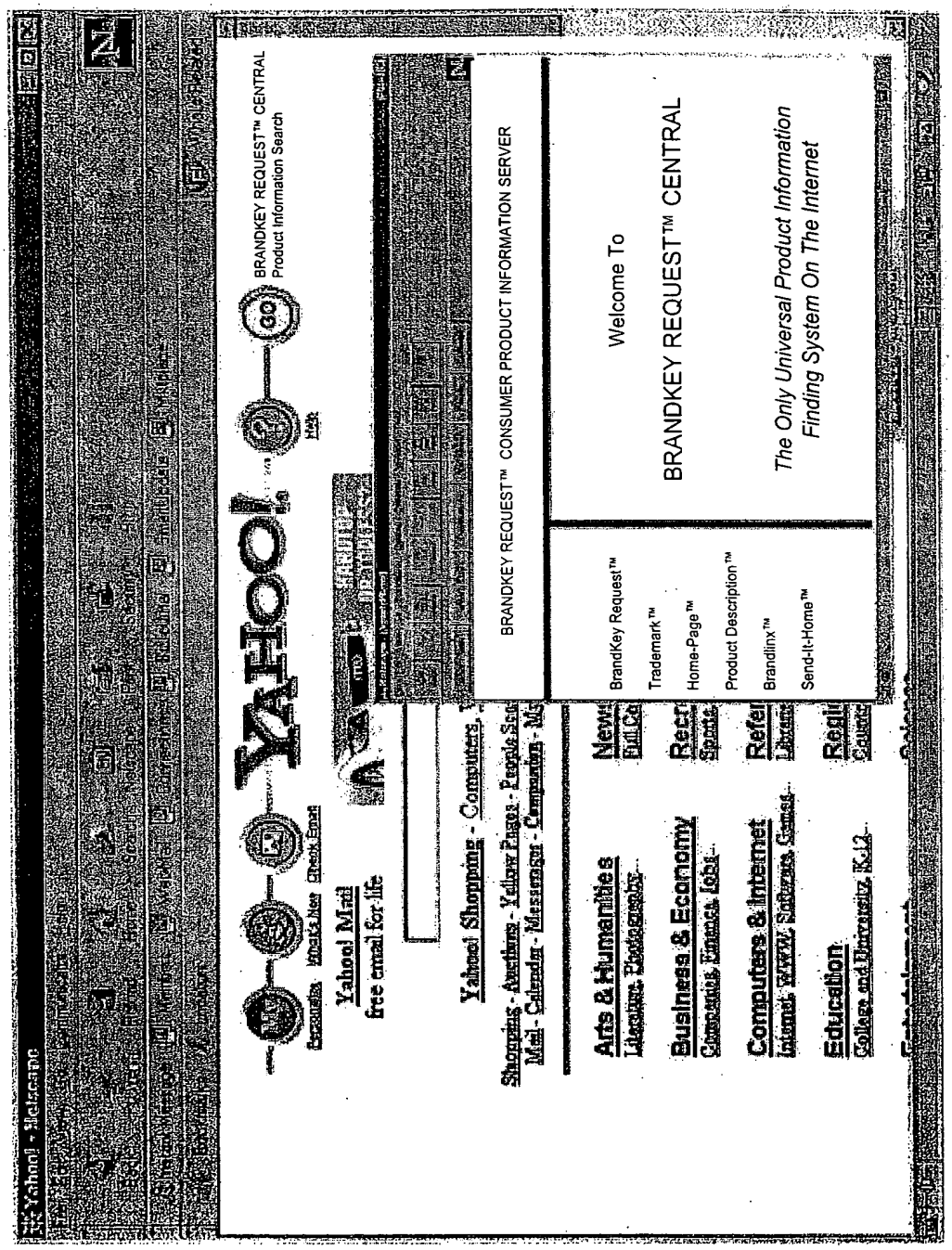

BRANDKEY REQUEST™ CENTRAL
Product Information Search
BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER
Welcome To
BRANDKEY REQUEST™ CENTRAL
The Only Universal Product Information Finding System On The Internet
BrandKey Request™
Trademark™
Home-Page™
Product Description™
Brandlinx™
Send-It-Home™

FIG. 4N2

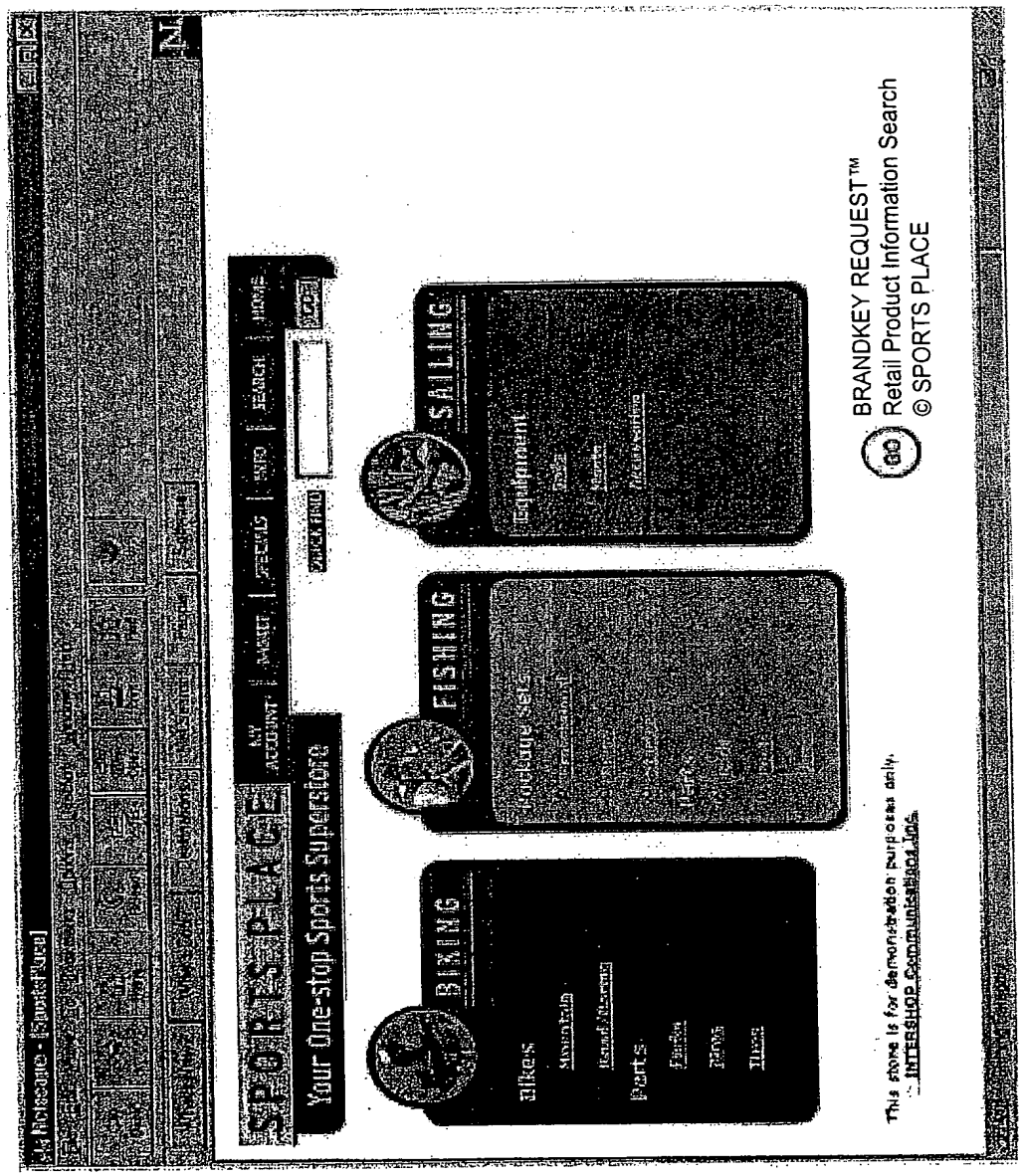
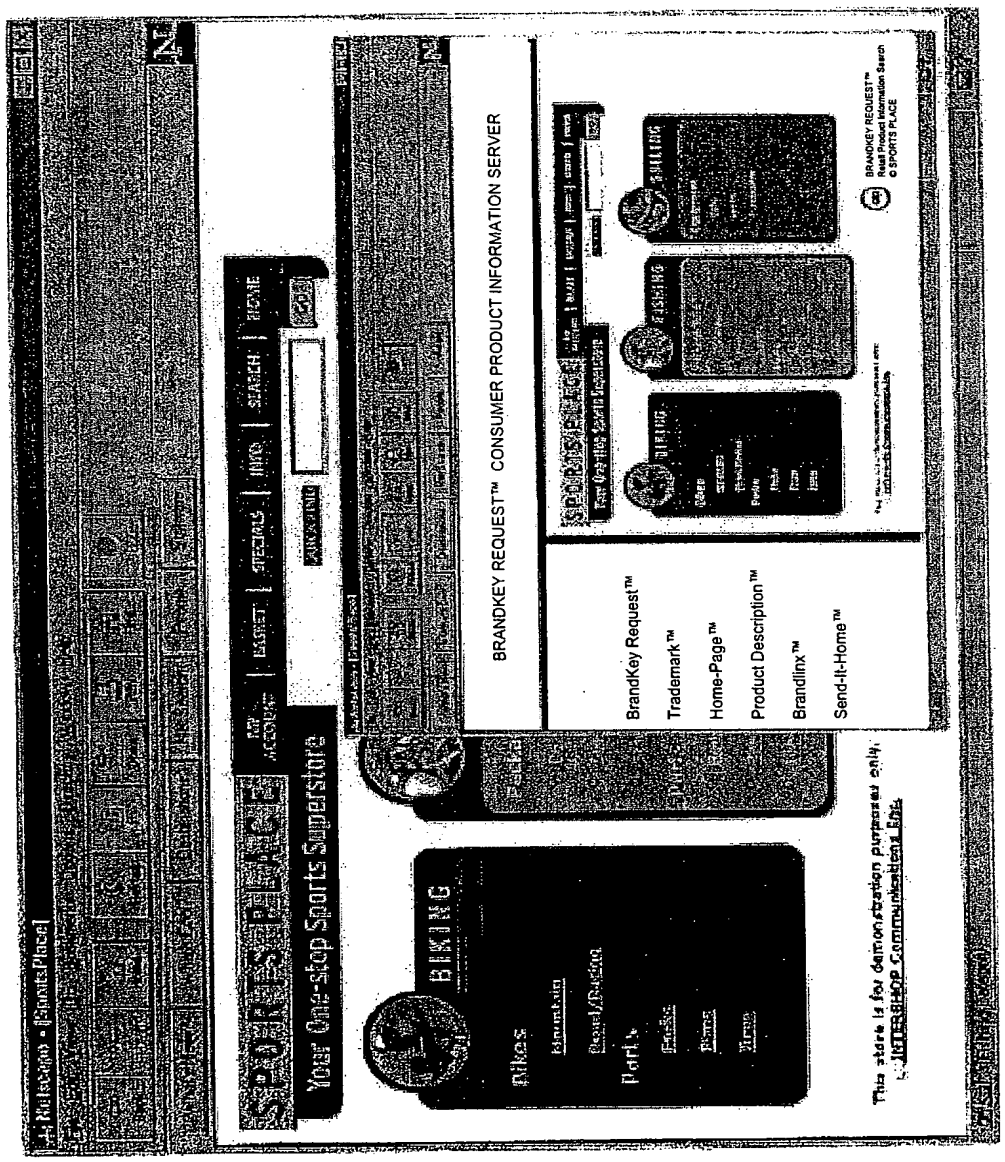

Your One-stop Sports Superstore
BIKING
FISHING
SAILING
BRANDKEY REQUEST™
Retail Product Information Search
© SPORTS PLACE

FIG. 401


SPORTS PLACE
Your One-Stop Sports Superstore
BASKET
SPECIALS
INFO
SEARCH
HOME
BIKING
Bikes
Mountain
Road/Racing
Parts
Frames
Forks
Tires
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BrandKey Request™
Trademark™
Home-Page™
Product Description™
Brandlinx™
Send-It-Home™
This store is for demonstration purposes only.
Intershop Communications GmbH

FIG. 402

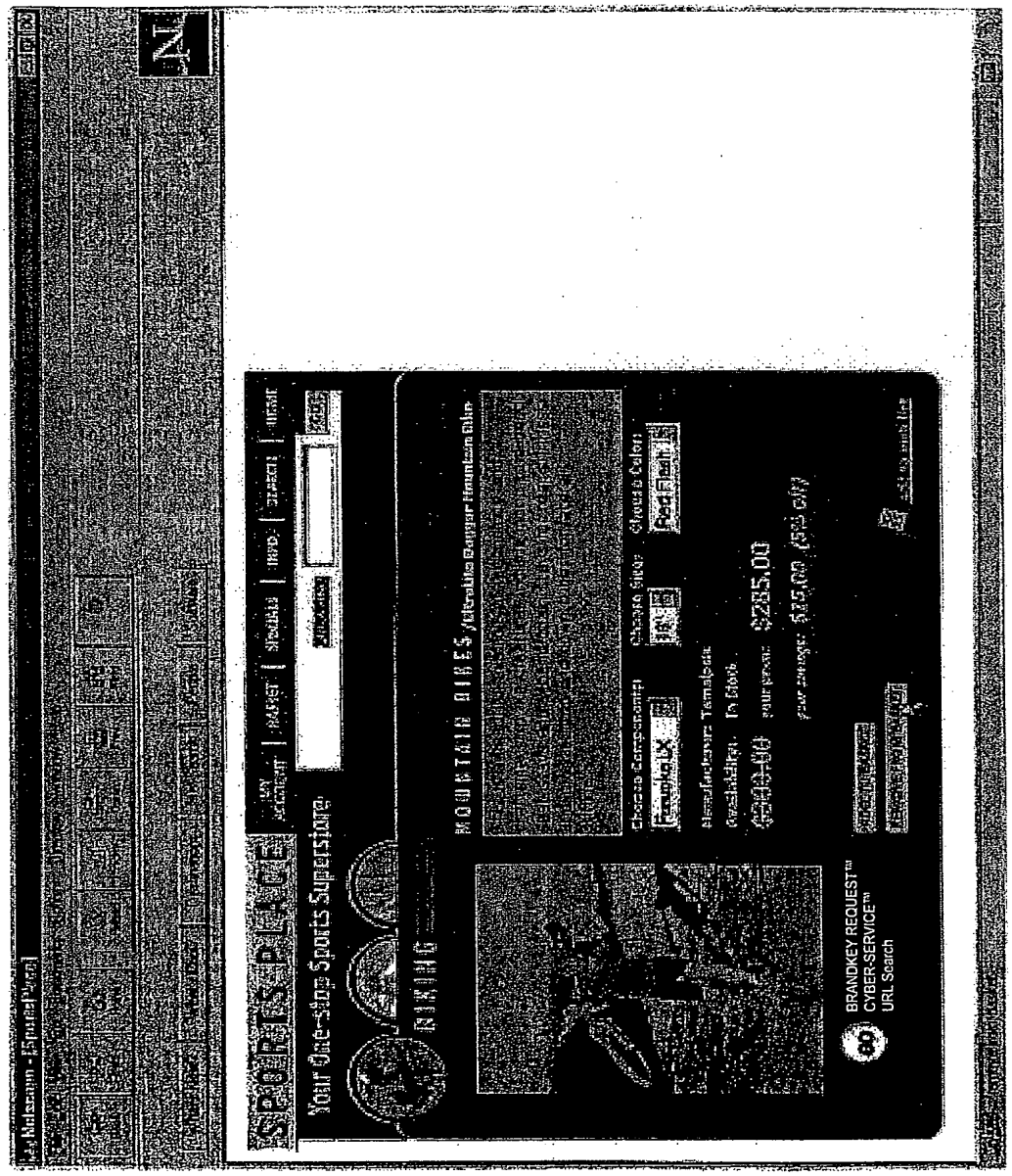

Sporting Place
Your One-Stop Sports Superstore
BIKING
MOUNTAIN BIKES
BRANDKEY REQUEST™
CYBER-SERVICE™
URL Search

FIG. 4P1

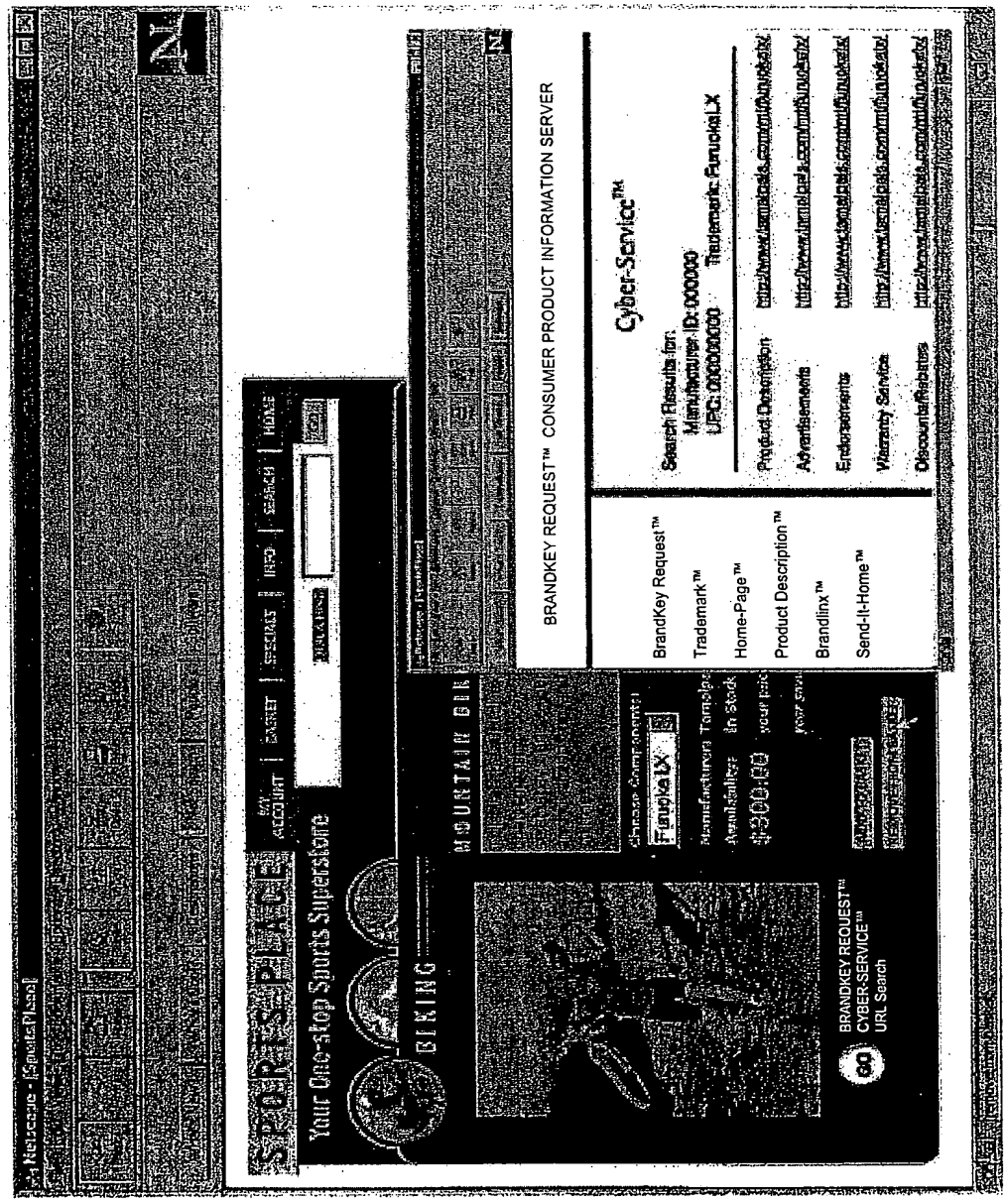
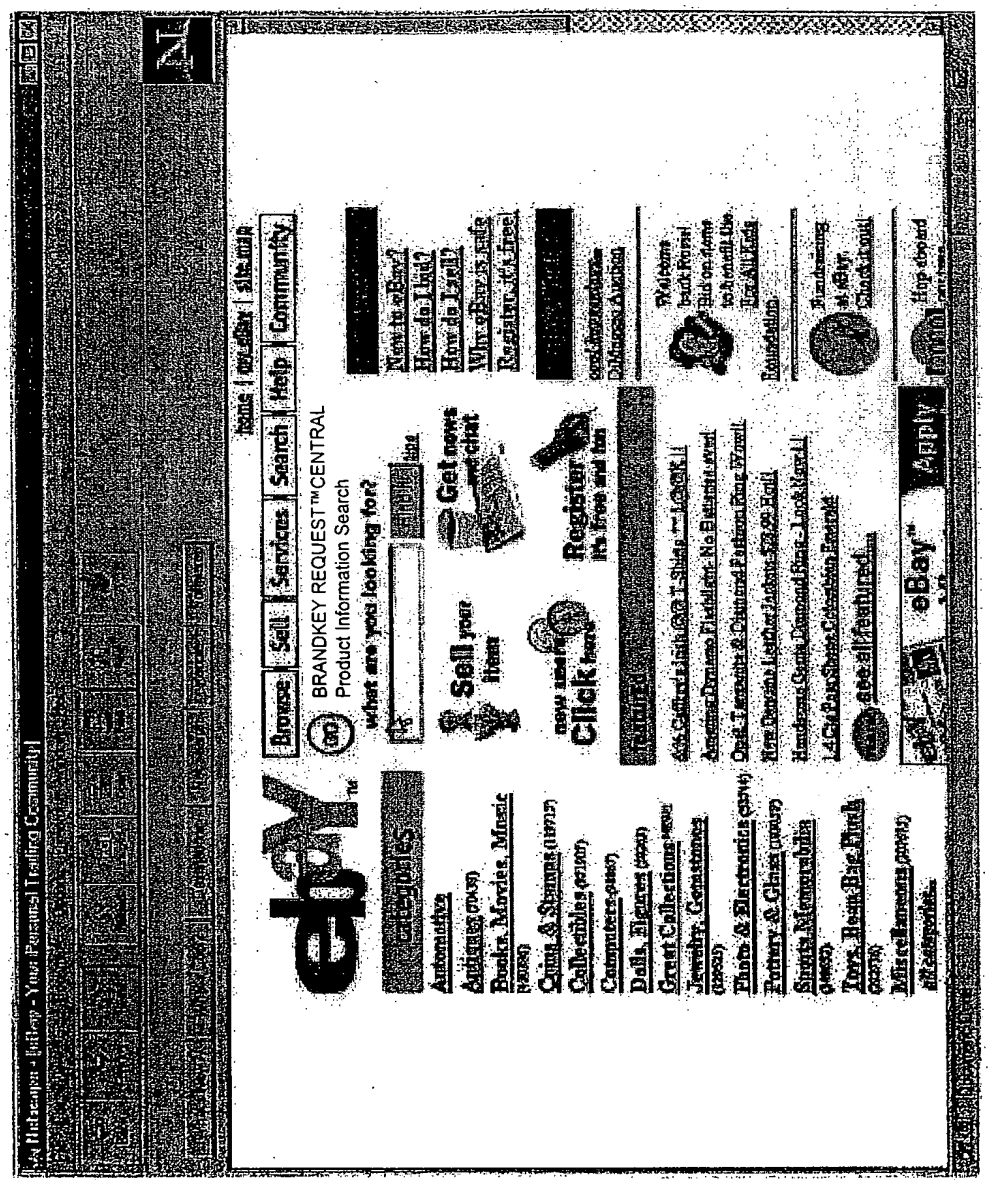

SPORTS PLACE
Your One-stop Sports Superstore
BIKING
MOUNTAIN BIK
BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER
Cyber-Service™
BrandKey Request™
Trademark™
Home-Page™
Product Description™
Brandlinx™
Send-It-Home™
BRANDKEY REQUEST™
CYBER-SERVICE™
URL Search

FIG. 4P2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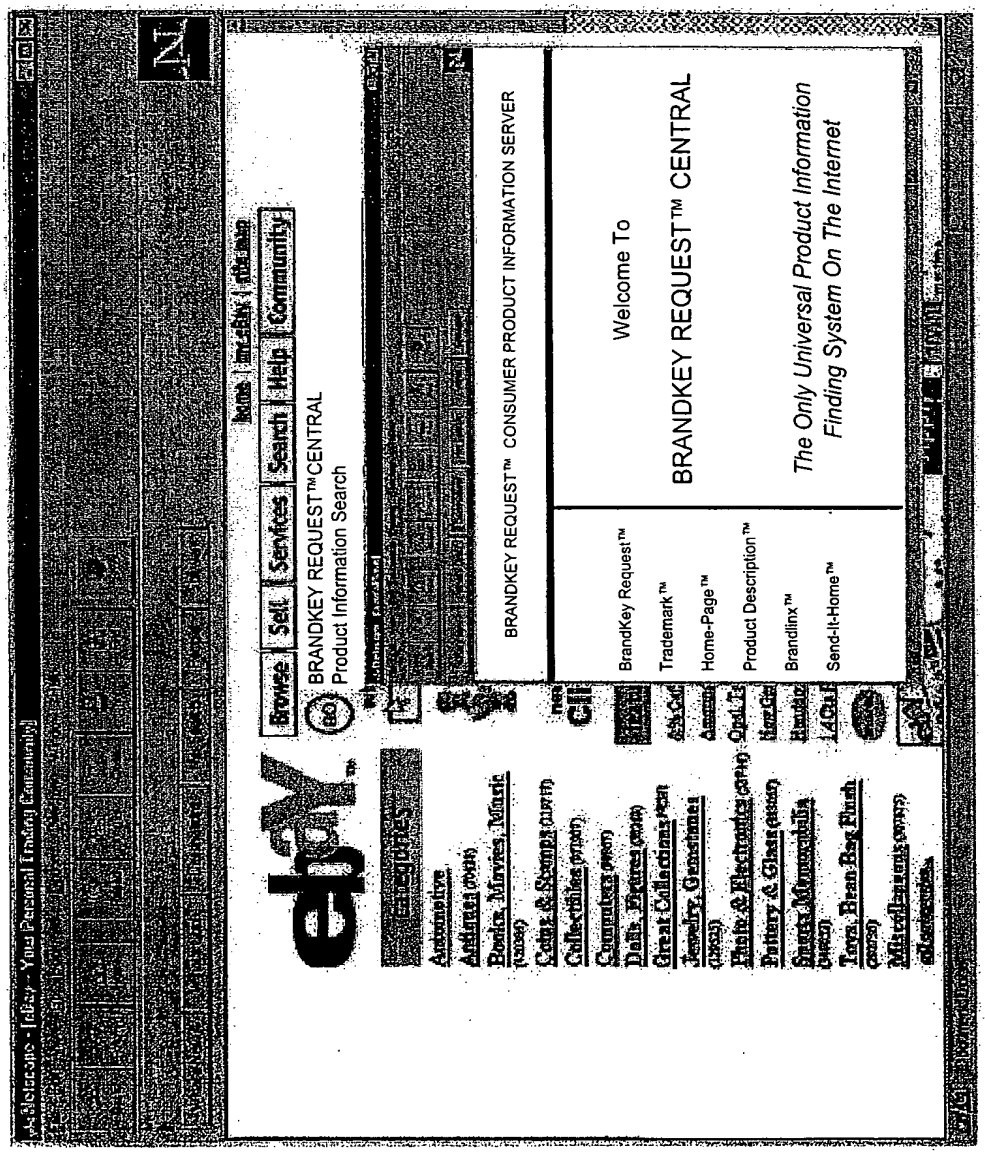
Product Information Search
Browse
Sell
Services
Search
Help
Community
Categories
Sell your items
Get more chat
Click here
Register
Apply
eBay

FIG. 4Q1


BRANDKEY REQUEST™CENTRAL
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Browse
Sell
Services
Search
Help
Community
BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER
Welcome To
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The Only Universal Product Information Finding System On The Internet
BrandKey Request™
Trademark™
Home-Page™
Product Description™
Brandlinx™
Send-It-Home™

FIG. 4Q2

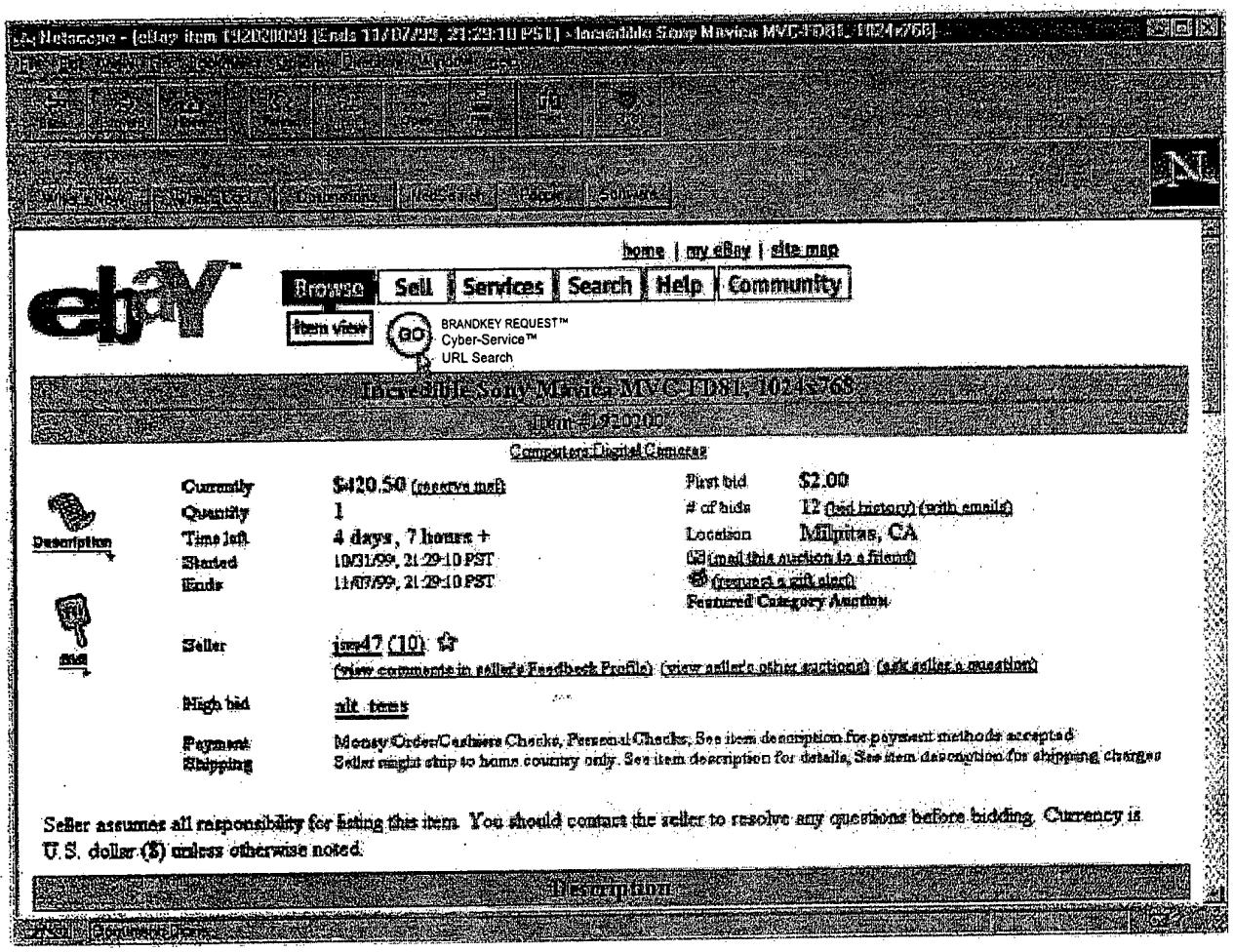


FIG. 4R1

Replacement Sheet

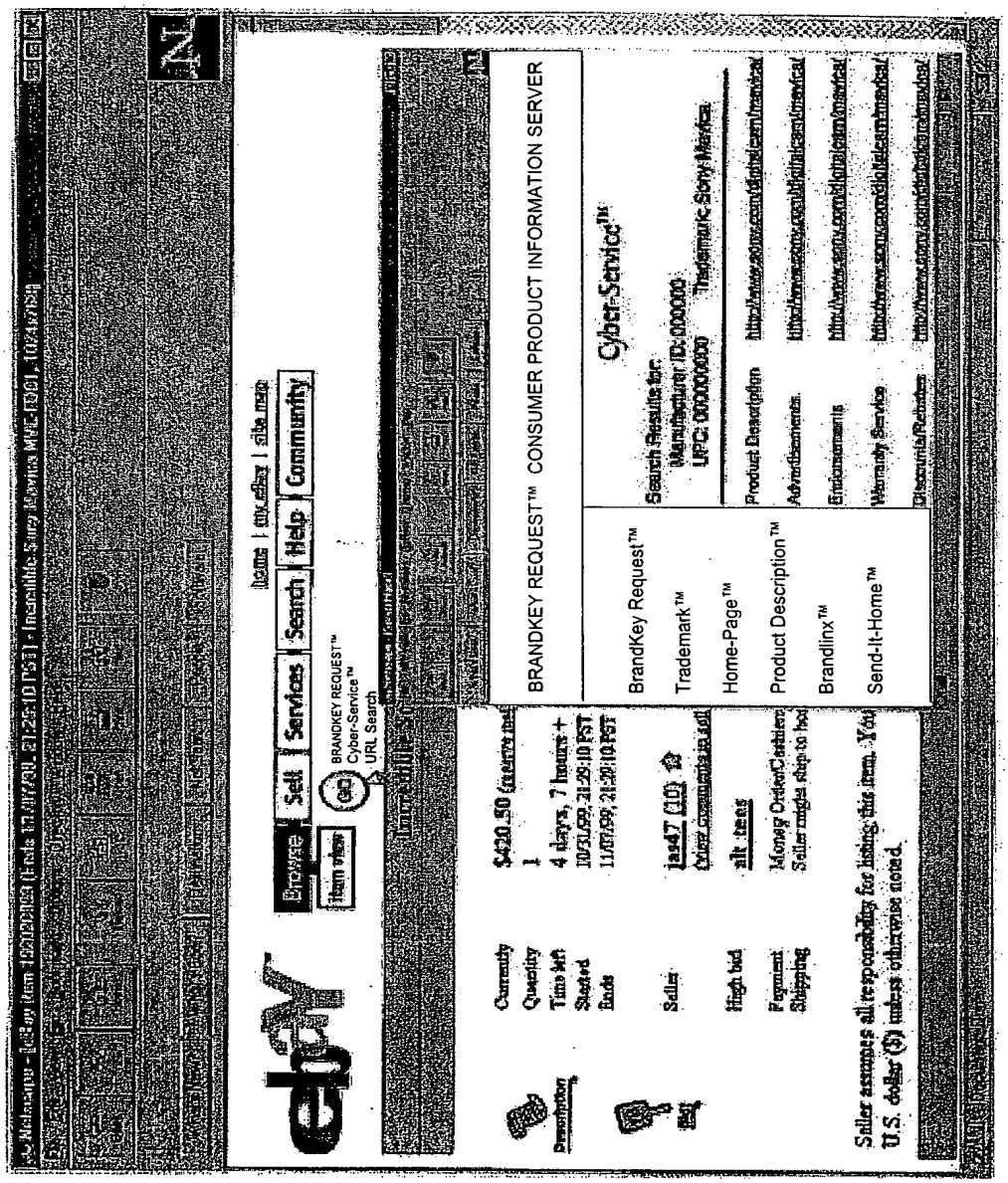
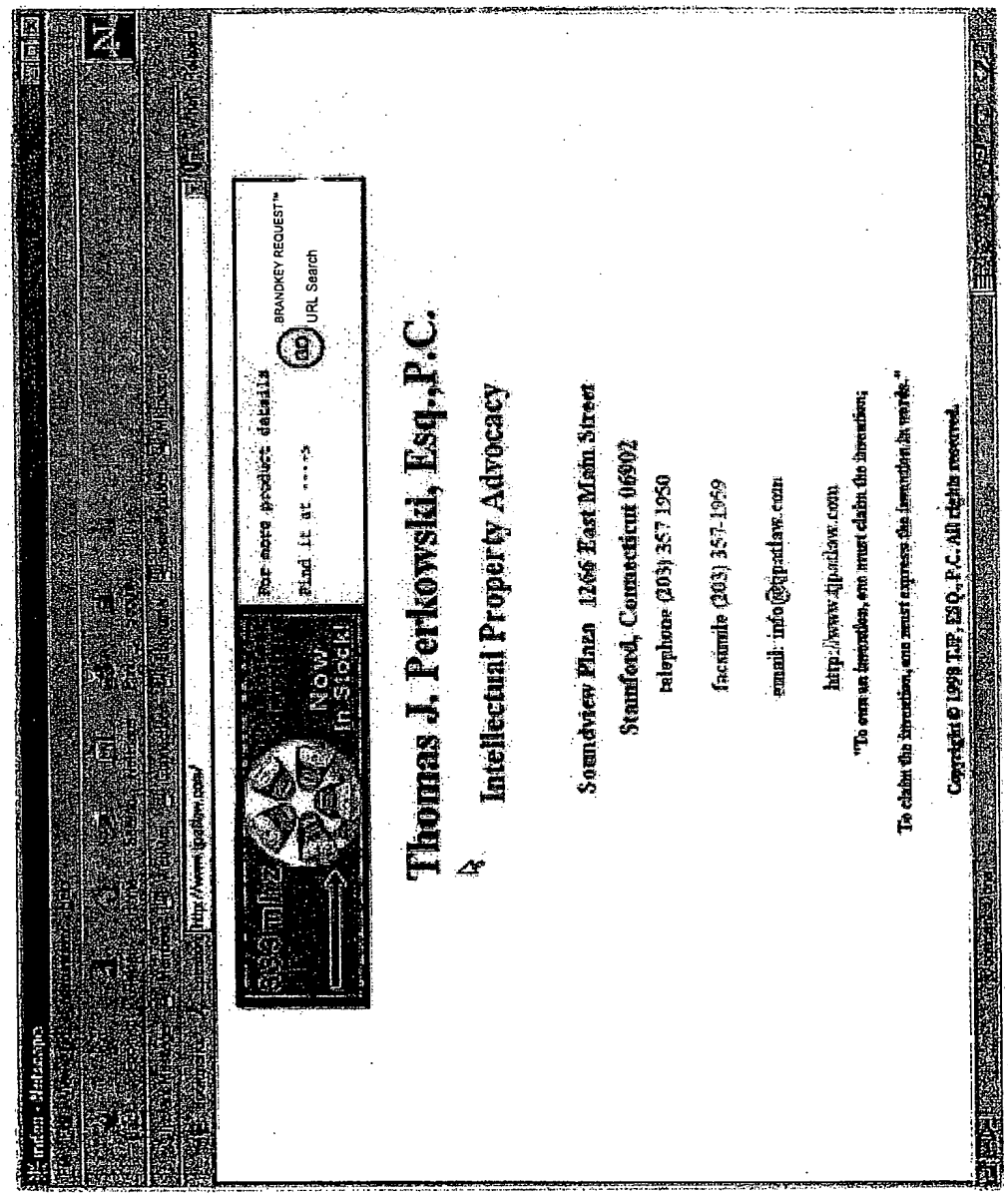

BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER
Cyber-Service™
BrandKey Request™
Trademark™
Home-Page™
Product Description™
Brandlinx™
Send-It-Home™

FIG. 4R2


Thomas J. Perkowski, Esq., P.C.
Intellectual Property Advocacy
Soundview Plaza 1266 East Main Street
Stamford, Connecticut 06902
telephone (203) 357 1950
facsimile (203) 357-1969
email: info@tjpatlaw.com
http://www.tjpatlaw.com
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To claim the invention, one must express the invention in words."
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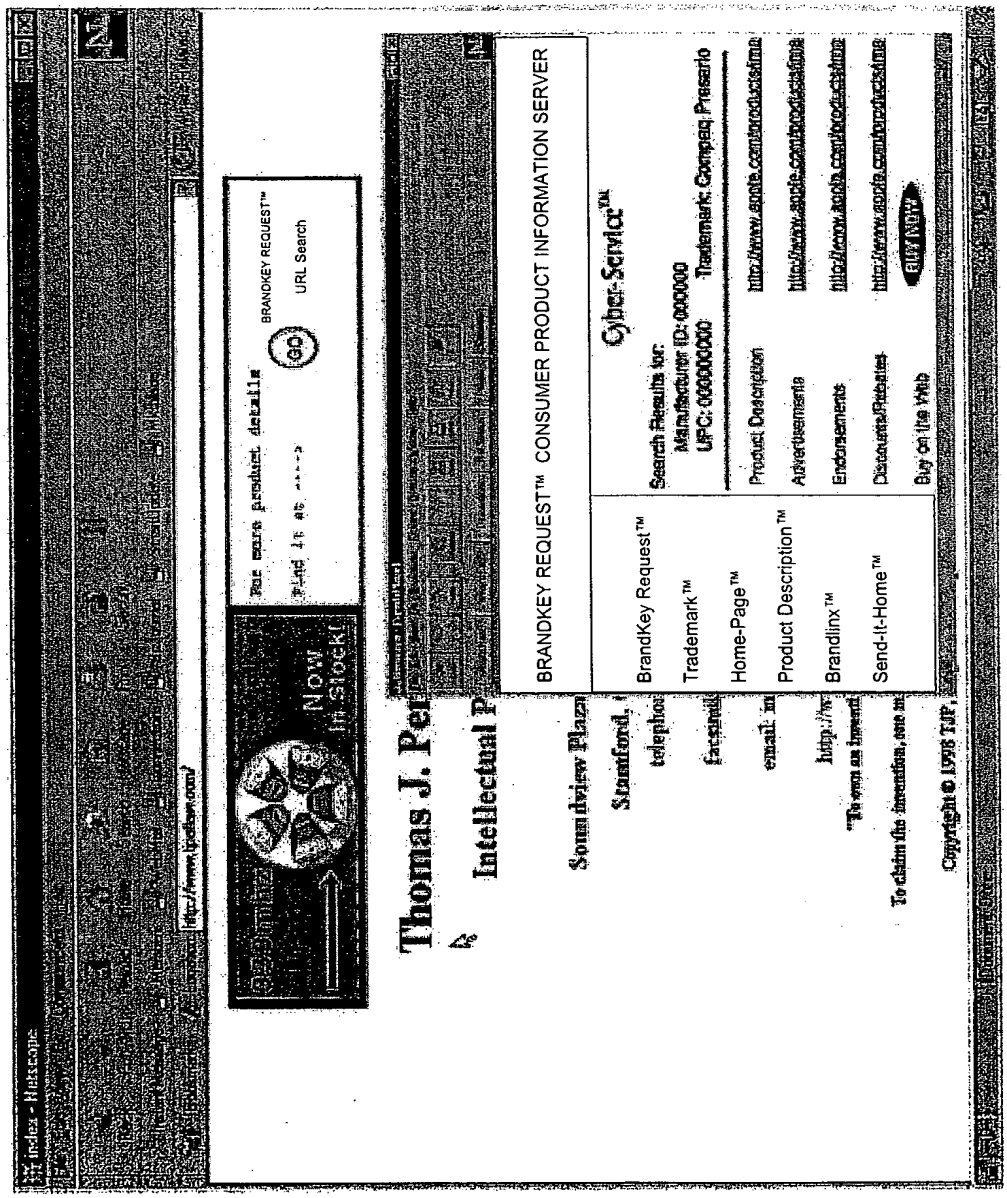
URL Search

FIG. 4S1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Cyber-Service™
BrandKey Request™
Trademark™
Home-Page™
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Send-It-Home™
Product Description
Advertisements
Endorsements
Discounts/Rebates
Buy on the Web
BUY NOW
URL Search
GO
NOW In stock!

FIG. 4S2

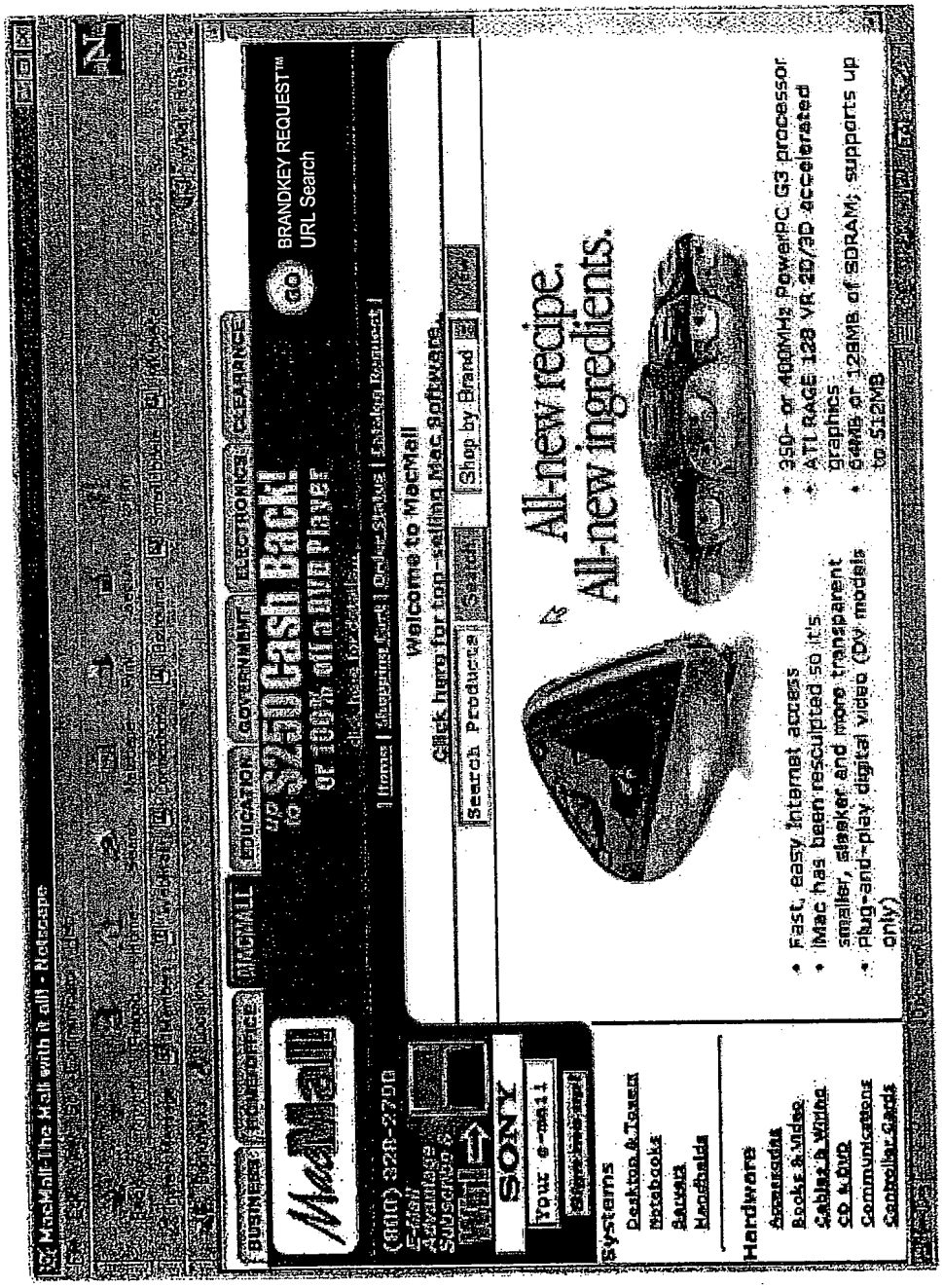

MacMall - The Mall with it all! - Netscape
MacMall
BUSINESS
SOHO/HOME
MACMALL
EDUCATION
GOVERNMENT
ELECTRONICS
CLEARANCE
BRANDKEY REQUEST™
URL Search
go
Welcome to MacMall
Click here for information on selling Mac Software
Search Products
Select
Shop by Brand
SONY
All-new recipe.
All-new ingredients.
Systems
Desktop & Towers
Notebooks
Servers
Handhelds
Hardware
Accessories
Books & Video
Cables & Wiring
CD & DVD
Communications
Controller Cards
Fast, easy Internet access
iMac has been resculpted so it's smaller, sleeker and more transparent
Plug-and-play digital video (DV models only)
350- or 400MHz PowerPC G3 processor
ATI RAGE 128 VR 2D/3D accelerated graphics
64MB or 128MB of SDRAM; supports up to 512MB

FIG. 4S3

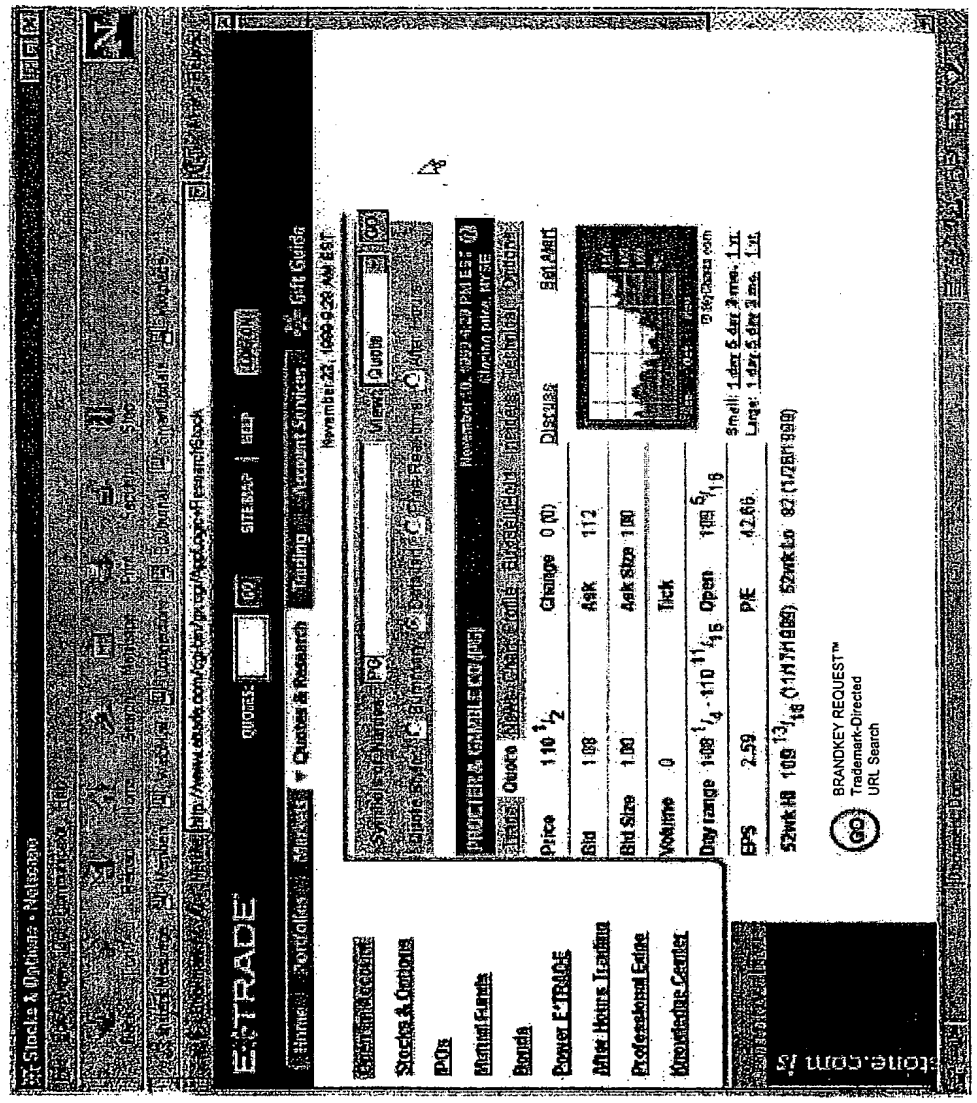


FIG. 4T1

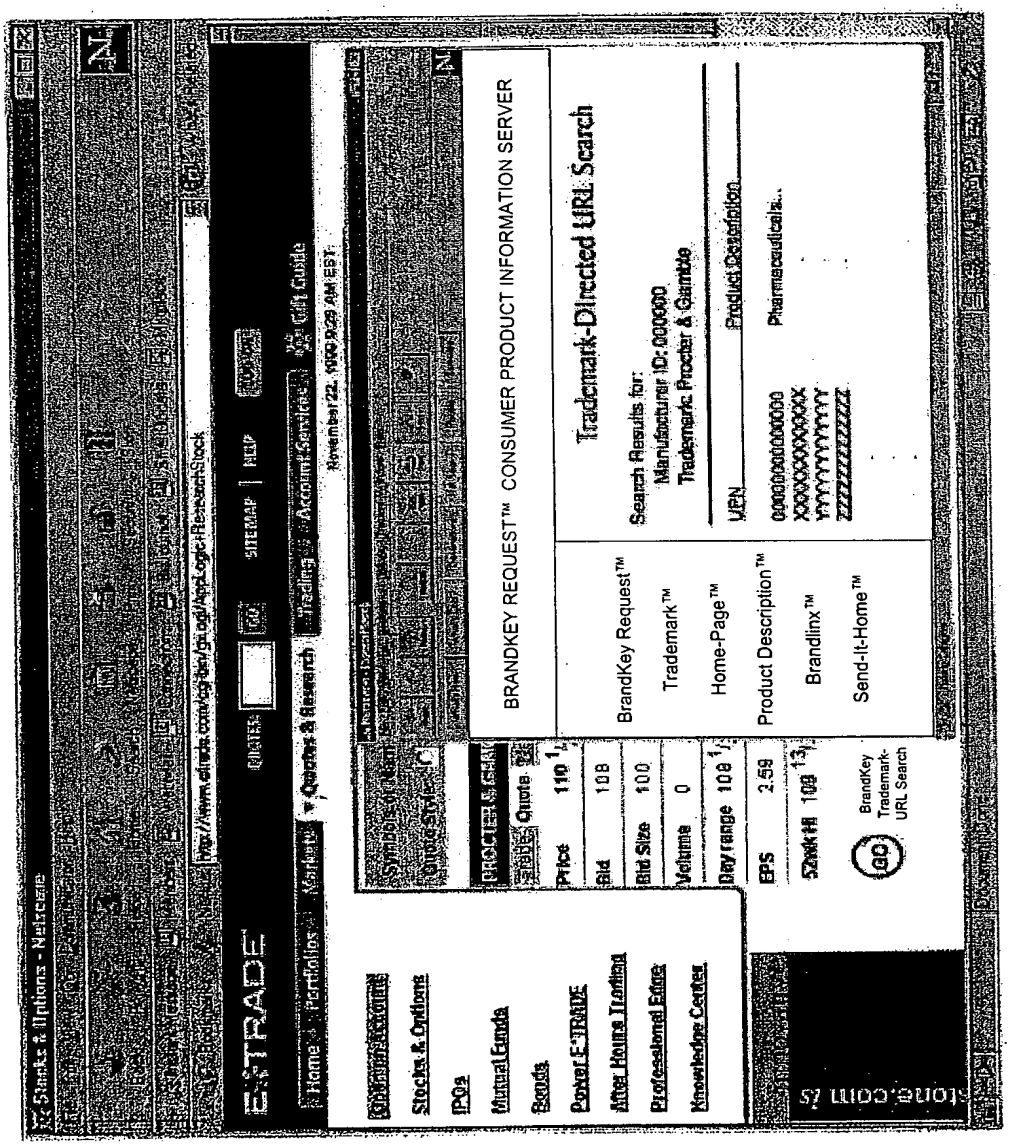

E*TRADE
BRANDKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER
Trademark-Directed URL Search
BrandKey Request™
Trademark™
Home-Page™
Product Description™
Brandlinx™
Send-It-Home™
BrandKey Trademark-URL Search

FIG. 4T2

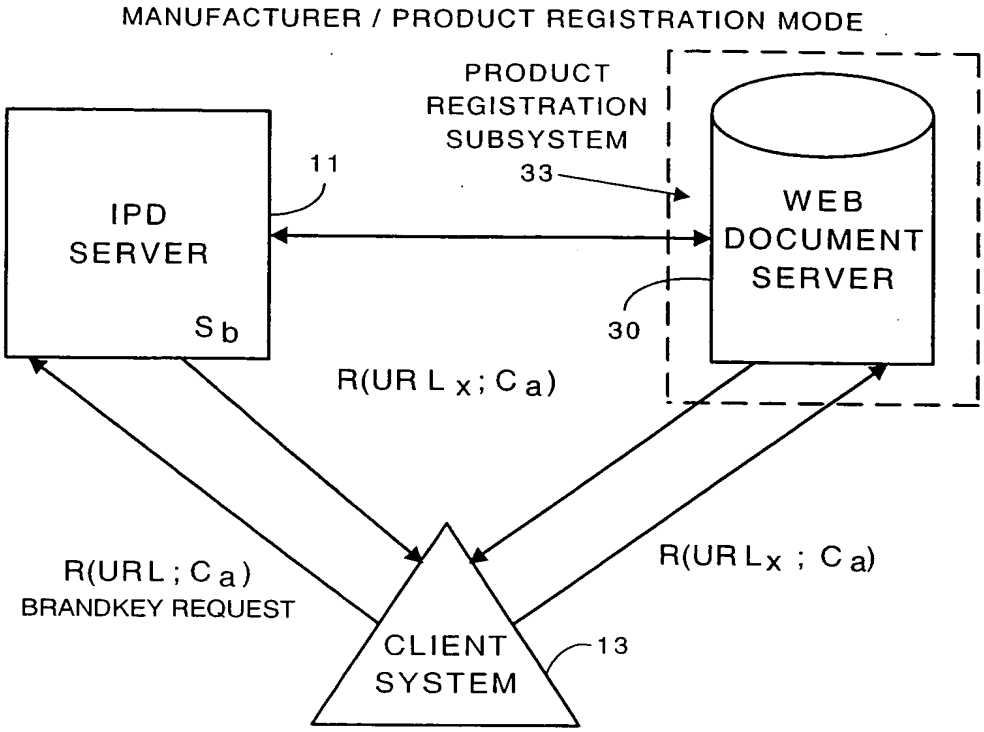

MANUFACTURER / PRODUCT REGISTRATION MODE
PRODUCT
REGISTRATION
SUBSYSTEM
33
11
IPD
SERVER
Sb
WEB
DOCUMENT
SERVER
30
R(URLx; Ca)
R(URL; Ca)
BRANDKEY REQUEST
R(URLx ; Ca)
CLIENT
SYSTEM
13

FIG. 5A

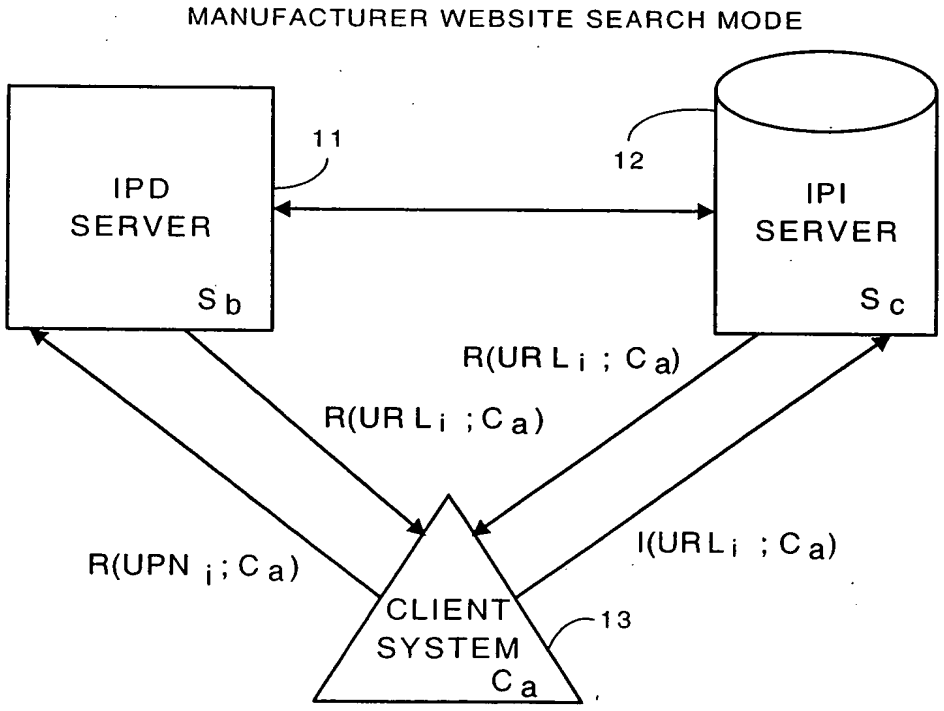

MANUFACTURER WEBSITE SEARCH MODE
11
12
IPD
SERVER
Sb
IPI
SERVER
Sc
R(URLi ; Ca)
R(URLi ; Ca)
R(UPNi ; Ca)
I(URLi ; Ca)
CLIENT
SYSTEM
Ca
13

FIG. 5B

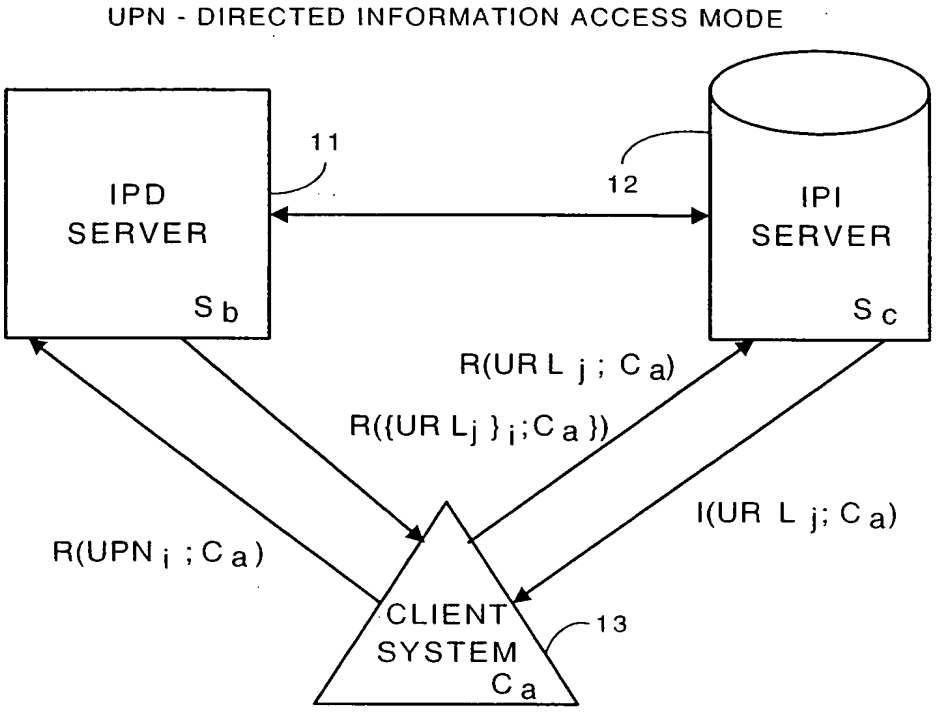

UPN - DIRECTED INFORMATION ACCESS MODE
IPD SERVER
Sb
11
12
IPI SERVER
Sc
R(URL j ; Ca)
R({URL j }i ;Ca })
R(UPN i ; Ca)
I(URL j; Ca)
CLIENT SYSTEM
Ca
13

FIG. 5C

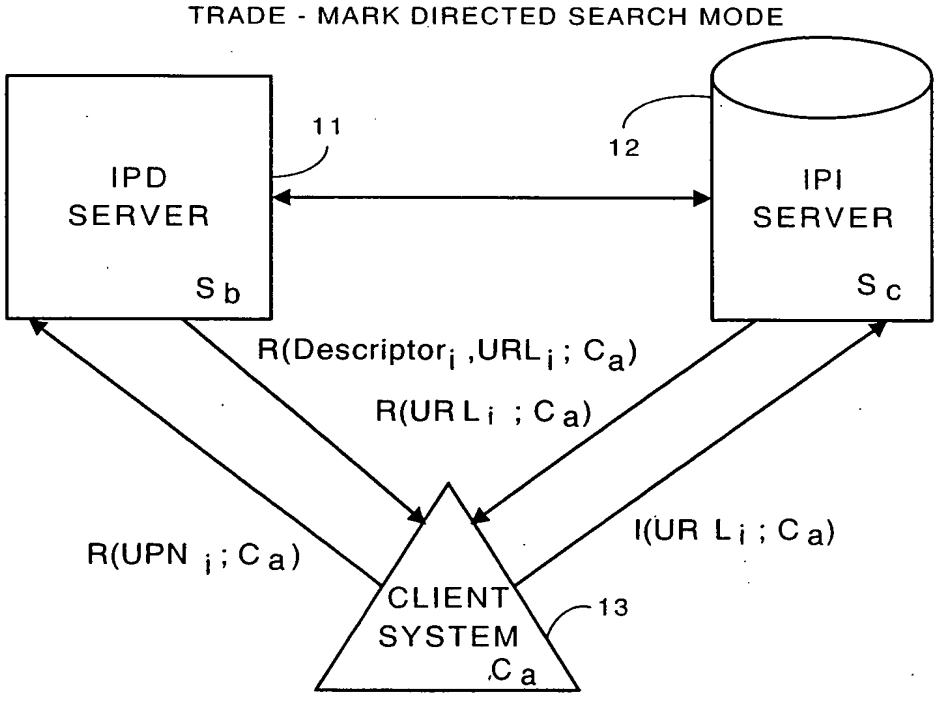

TRADE - MARK DIRECTED SEARCH MODE
IPD SERVER
Sb
11
12
IPI SERVER
Sc
R(Descriptor i ,URL i ; Ca)
R(URL i ; Ca)
R(UPN i ; Ca)
I(URL i ; Ca)
CLIENT SYSTEM
Ca
13

FIG. 5D

PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

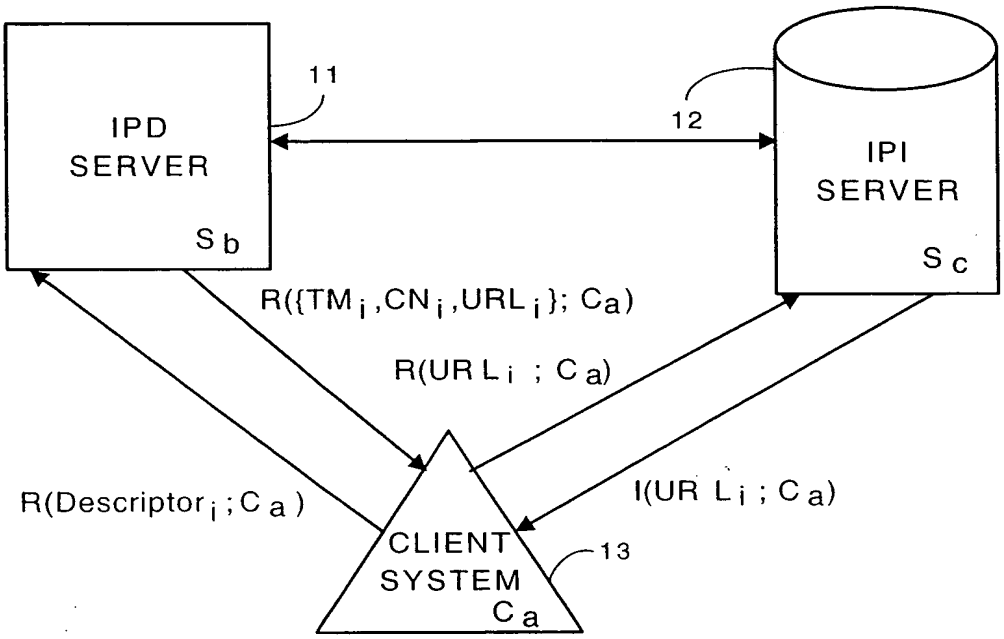


FIG. 5E

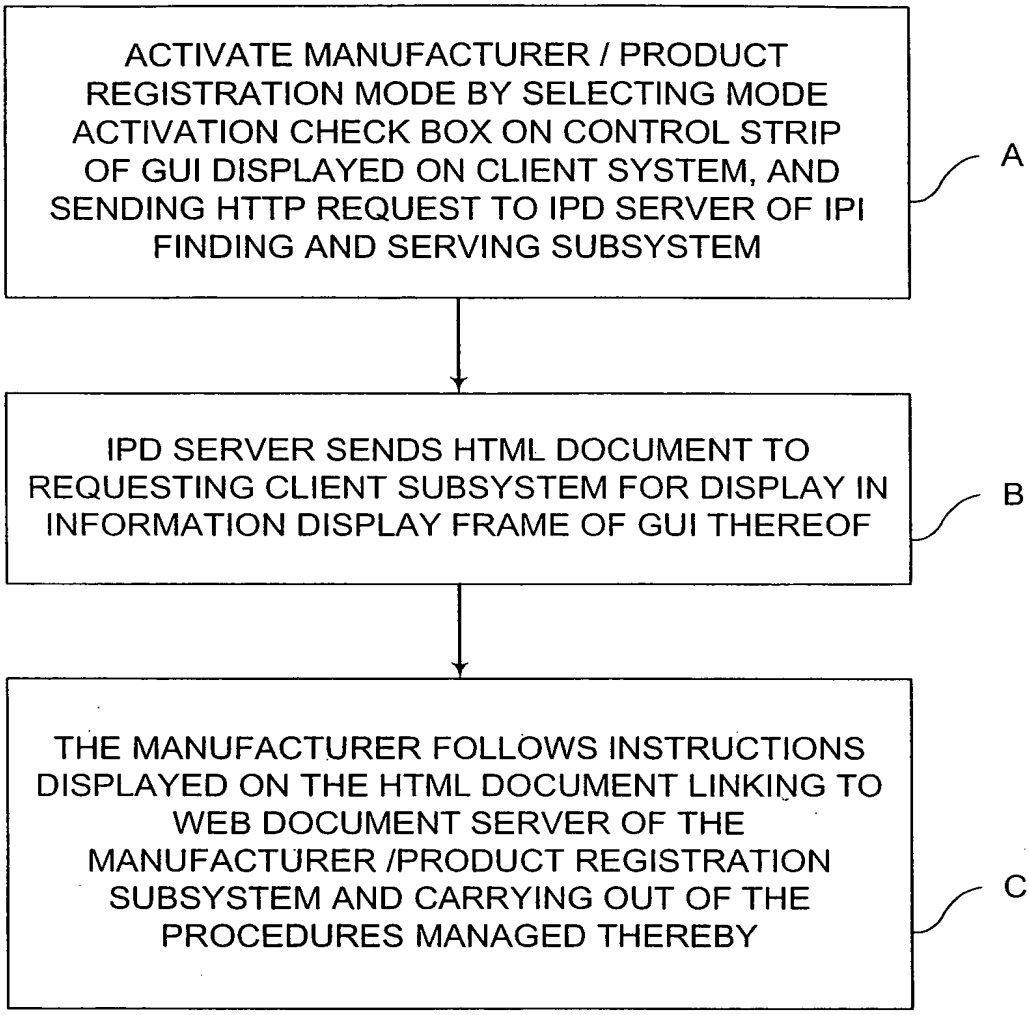

ACTIVATE MANUFACTURER / PRODUCT REGISTRATION MODE BY SELECTING MODE ACTIVATION CHECK BOX ON CONTROL STRIP OF GUI DISPLAYED ON CLIENT SYSTEM, AND SENDING HTTP REQUEST TO IPD SERVER OF IPI FINDING AND SERVING SUBSYSTEM
A
IPD SERVER SENDS HTML DOCUMENT TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI THEREOF
B
THE MANUFACTURER FOLLOWS INSTRUCTIONS DISPLAYED ON THE HTML DOCUMENT LINKING TO WEB DOCUMENT SERVER OF THE MANUFACTURER /PRODUCT REGISTRATION SUBSYSTEM AND CARRYING OUT OF THE PROCEDURES MANAGED THEREBY
C

FIG. 6A

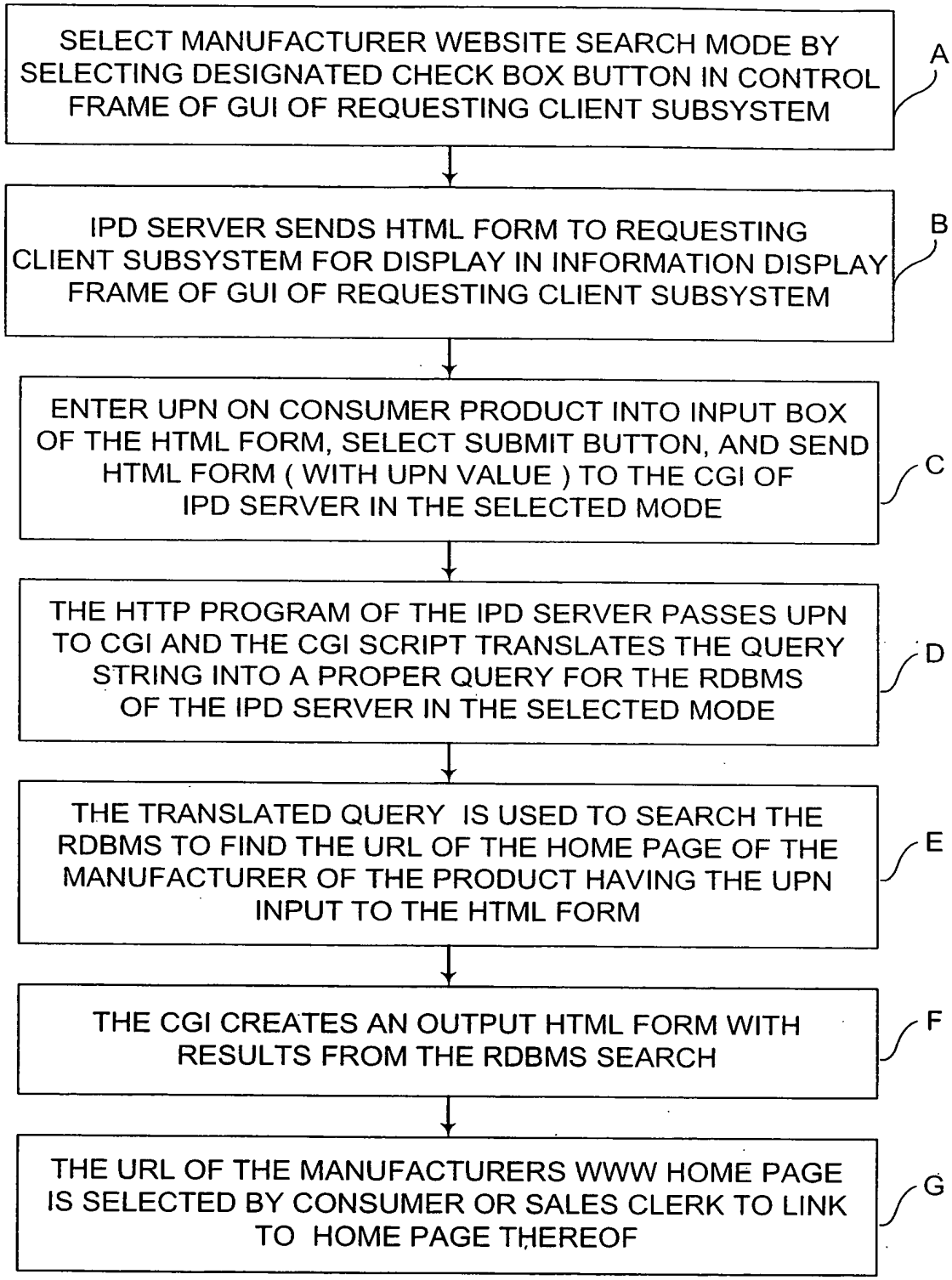

SELECT MANUFACTURER WEBSITE SEARCH MODE BY SELECTING DESIGNATED CHECK BOX BUTTON IN CONTROL FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM
A
IPD SERVER SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM
B
ENTER UPN ON CONSUMER PRODUCT INTO INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH UPN VALUE) TO THE CGI OF IPD SERVER IN THE SELECTED MODE
C
THE HTTP PROGRAM OF THE IPD SERVER PASSES UPN TO CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE
D
THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE URL OF THE HOME PAGE OF THE MANUFACTURER OF THE PRODUCT HAVING THE UPN INPUT TO THE HTML FORM
E
THE CGI CREATES AN OUTPUT HTML FORM WITH RESULTS FROM THE RDBMS SEARCH
F
THE URL OF THE MANUFACTURERS WWW HOME PAGE IS SELECTED BY CONSUMER OR SALES CLERK TO LINK TO HOME PAGE THEREOF
G

FIG. 6B

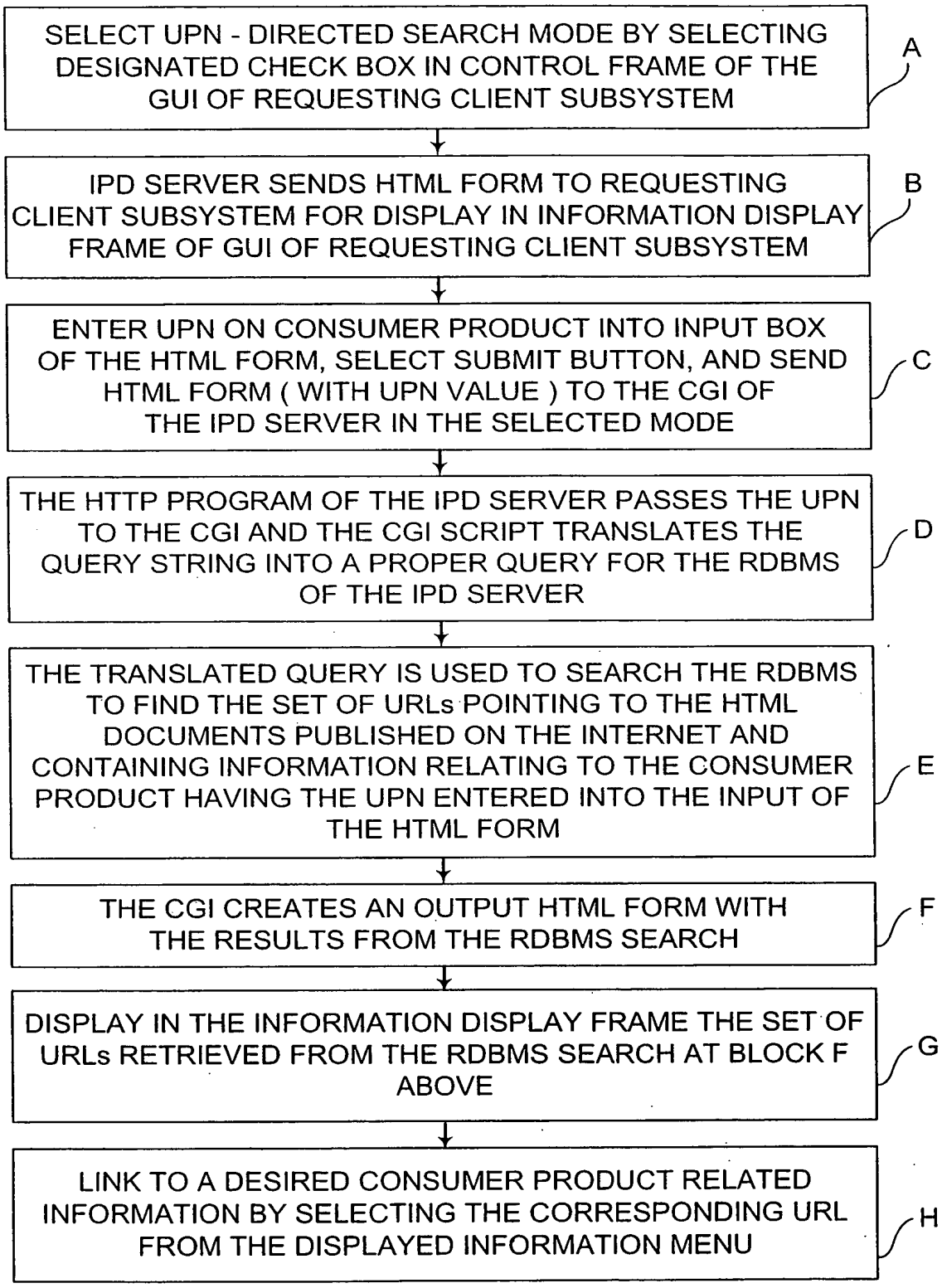

SELECT UPN - DIRECTED SEARCH MODE BY SELECTING DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF REQUESTING CLIENT SUBSYSTEM
A
IPD SERVER SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM
B
ENTER UPN ON CONSUMER PRODUCT INTO INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH UPN VALUE) TO THE CGI OF THE IPD SERVER IN THE SELECTED MODE
C
THE HTTP PROGRAM OF THE IPD SERVER PASSES THE UPN TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR THE RDBMS OF THE IPD SERVER
D
THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE SET OF URLs POINTING TO THE HTML DOCUMENTS PUBLISHED ON THE INTERNET AND CONTAINING INFORMATION RELATING TO THE CONSUMER PRODUCT HAVING THE UPN ENTERED INTO THE INPUT OF THE HTML FORM
E
THE CGI CREATES AN OUTPUT HTML FORM WITH THE RESULTS FROM THE RDBMS SEARCH
F
DISPLAY IN THE INFORMATION DISPLAY FRAME THE SET OF URLs RETRIEVED FROM THE RDBMS SEARCH AT BLOCK F ABOVE
G
LINK TO A DESIRED CONSUMER PRODUCT RELATED INFORMATION BY SELECTING THE CORRESPONDING URL FROM THE DISPLAYED INFORMATION MENU
H

FIG. 6C

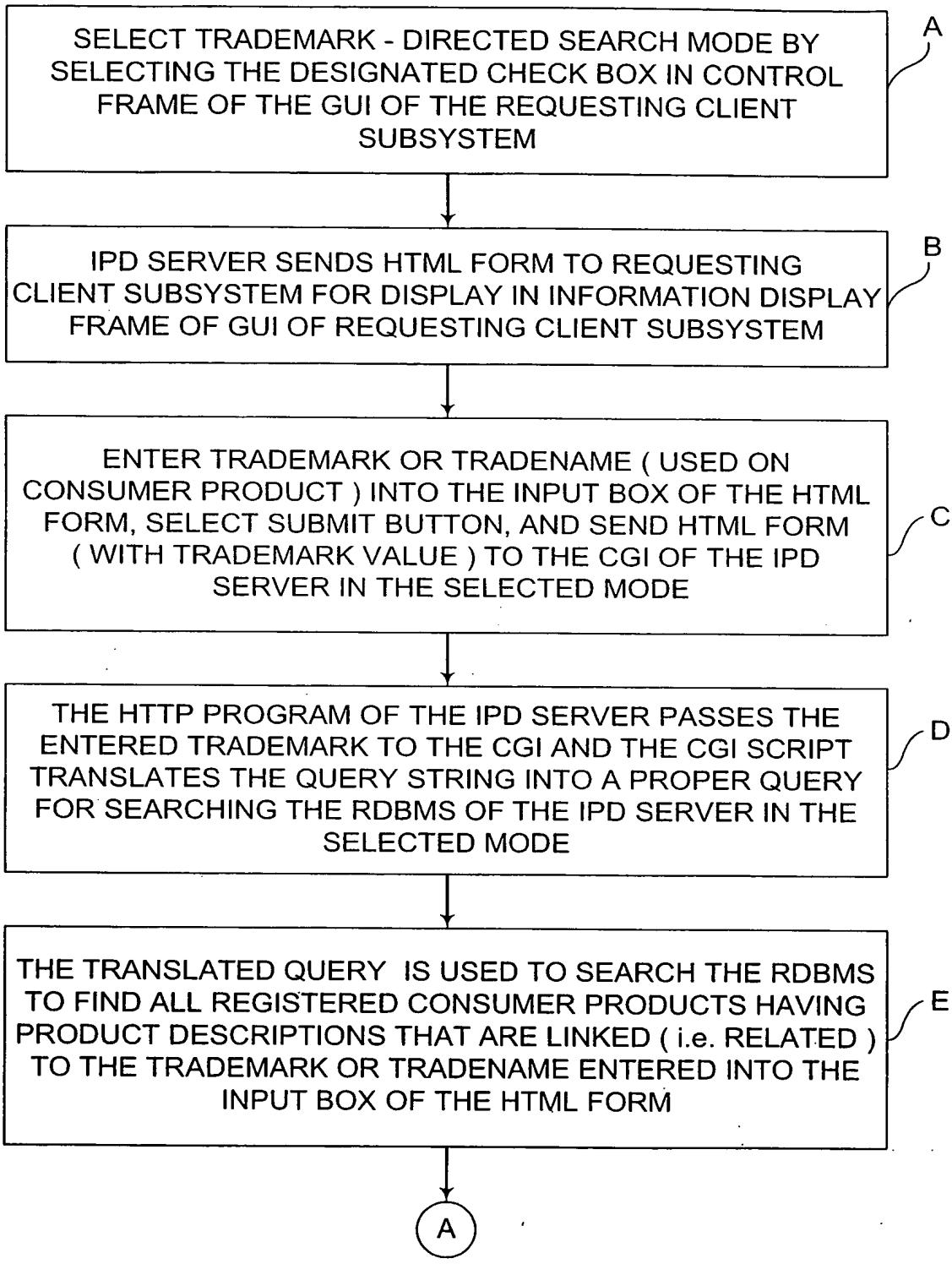

SELECT TRADEMARK - DIRECTED SEARCH MODE BY SELECTING THE DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF THE REQUESTING CLIENT SUBSYSTEM
A
IPD SERVER SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM
B
ENTER TRADEMARK OR TRADENAME (USED ON CONSUMER PRODUCT) INTO THE INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH TRADEMARK VALUE) TO THE CGI OF THE IPD SERVER IN THE SELECTED MODE
C
THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED TRADEMARK TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE
D
THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND ALL REGISTERED CONSUMER PRODUCTS HAVING PRODUCT DESCRIPTIONS THAT ARE LINKED (i.e. RELATED) TO THE TRADEMARK OR TRADENAME ENTERED INTO THE INPUT BOX OF THE HTML FORM
E
A

FIG. 6D1

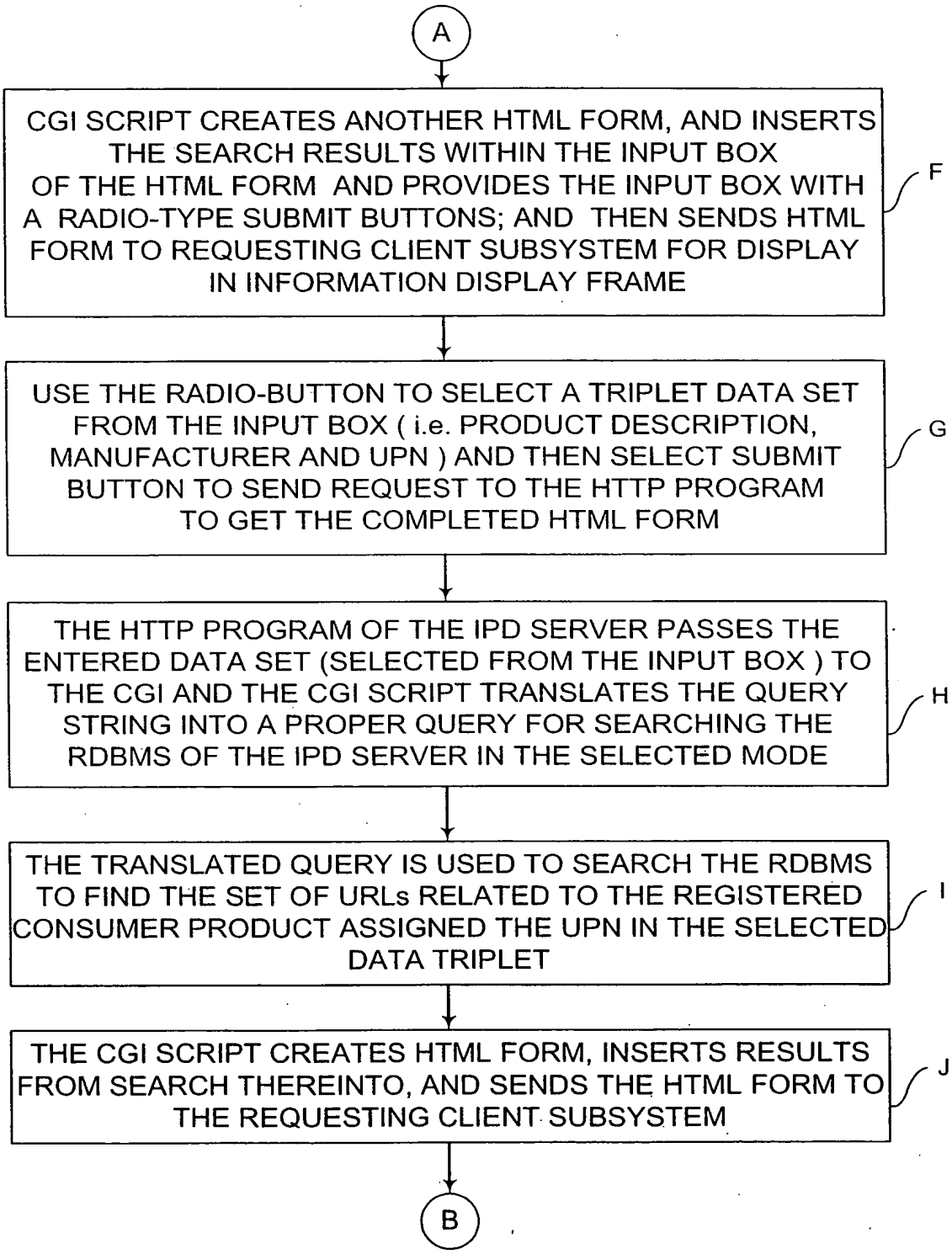

A
CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME
F
USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. PRODUCT DESCRIPTION, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM
G
THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE
H
THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE SET OF URLs RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED DATA TRIPLET
I
THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM
J
B

FIG. 6D2

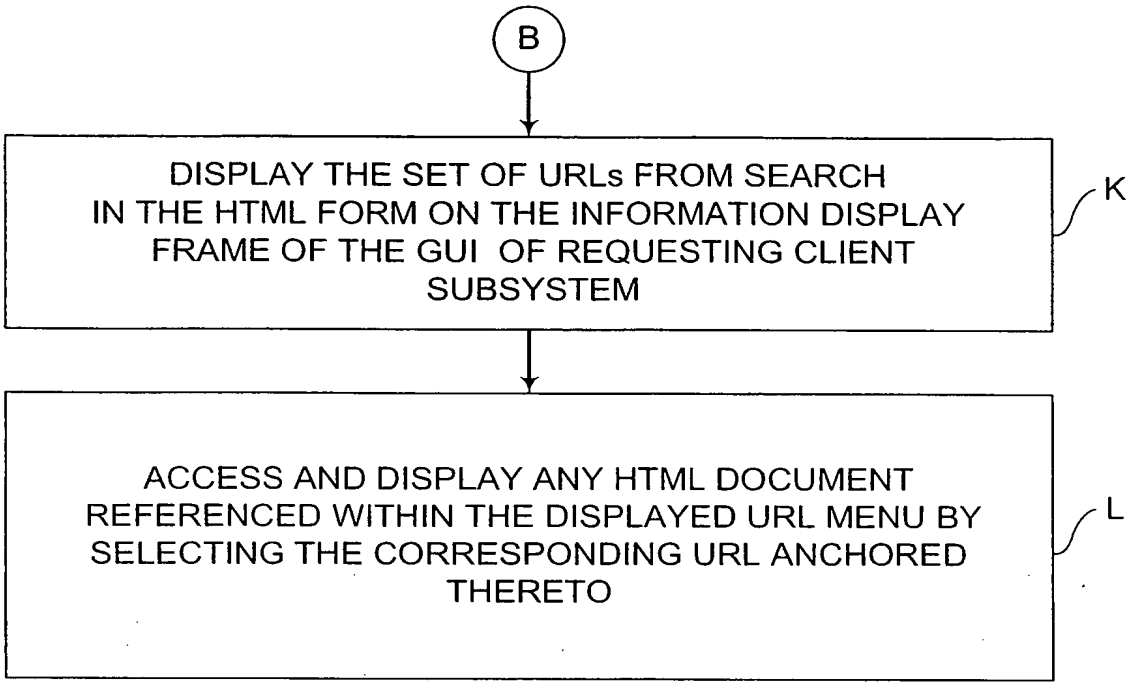

B
DISPLAY THE SET OF URLs FROM SEARCH IN THE HTML FORM ON THE INFORMATION DISPLAY FRAME OF THE GUI OF REQUESTING CLIENT SUBSYSTEM
K
ACCESS AND DISPLAY ANY HTML DOCUMENT REFERENCED WITHIN THE DISPLAYED URL MENU BY SELECTING THE CORRESPONDING URL ANCHORED THERETO
L

FIG. 6D3

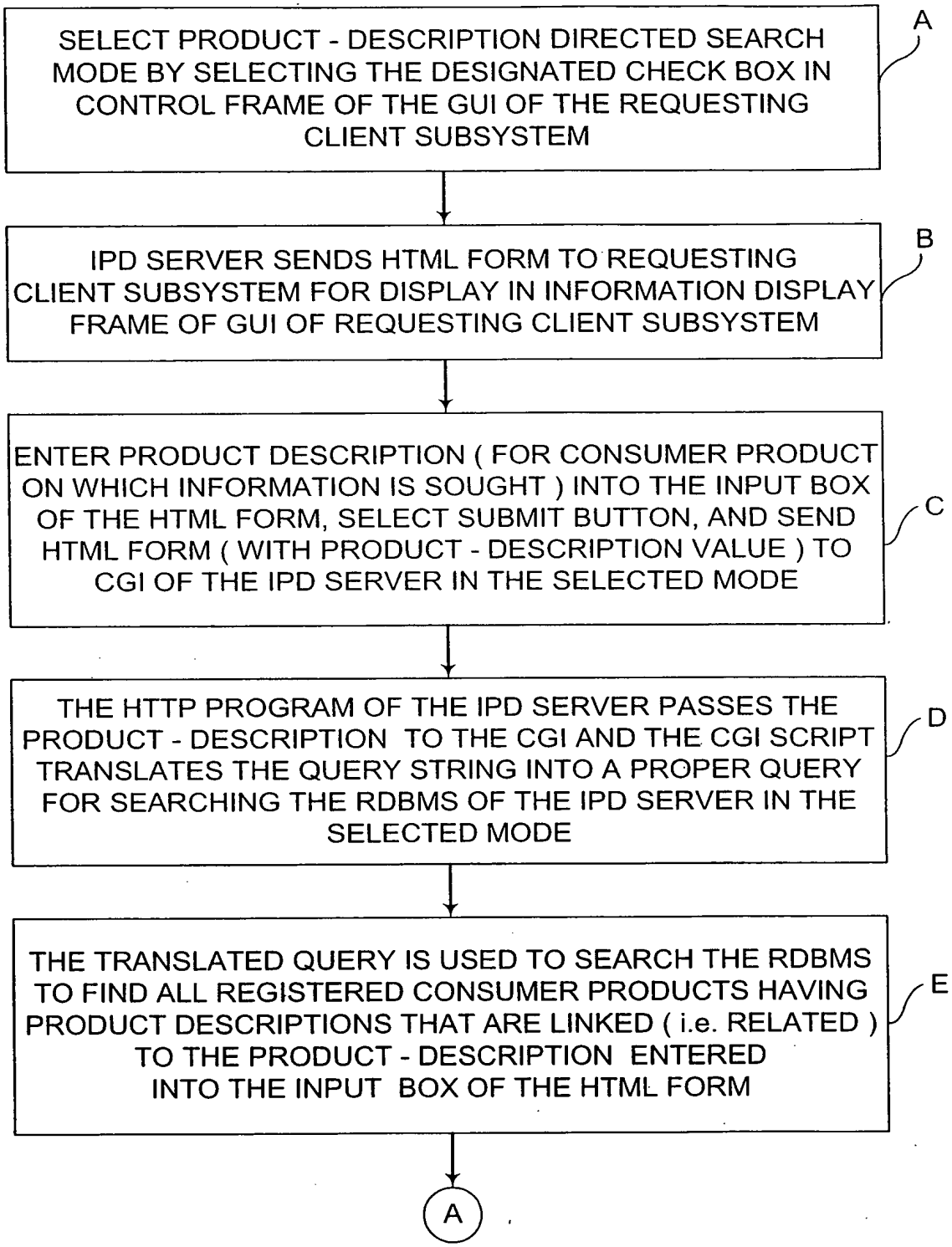

SELECT PRODUCT - DESCRIPTION DIRECTED SEARCH MODE BY SELECTING THE DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF THE REQUESTING CLIENT SUBSYSTEM
A
IPD SERVER SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM
B
ENTER PRODUCT DESCRIPTION (FOR CONSUMER PRODUCT ON WHICH INFORMATION IS SOUGHT) INTO THE INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH PRODUCT - DESCRIPTION VALUE) TO CGI OF THE IPD SERVER IN THE SELECTED MODE
C
THE HTTP PROGRAM OF THE IPD SERVER PASSES THE PRODUCT - DESCRIPTION TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE
D
THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND ALL REGISTERED CONSUMER PRODUCTS HAVING PRODUCT DESCRIPTIONS THAT ARE LINKED (i.e. RELATED) TO THE PRODUCT - DESCRIPTION ENTERED INTO THE INPUT BOX OF THE HTML FORM
E
A

FIG. 6E1

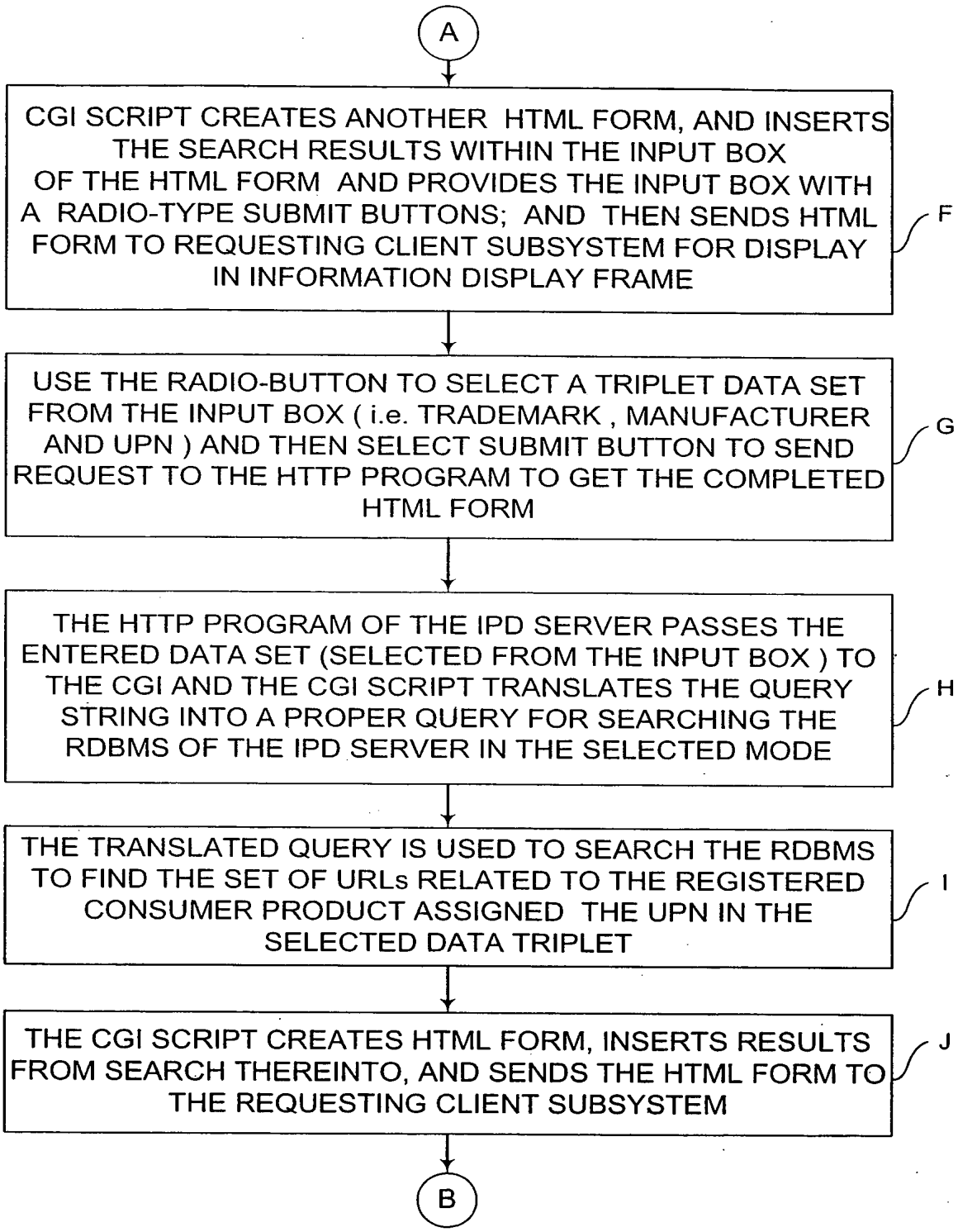

A
CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS THE SEARCH RESULTS WITHIN THE INPUT BOX OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME
F
USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. TRADEMARK , MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM
G
THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE
H
THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE SET OF URLs RELATED TO THE REGISTERED CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED DATA TRIPLET
I
THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM
J
B

FIG. 6E2

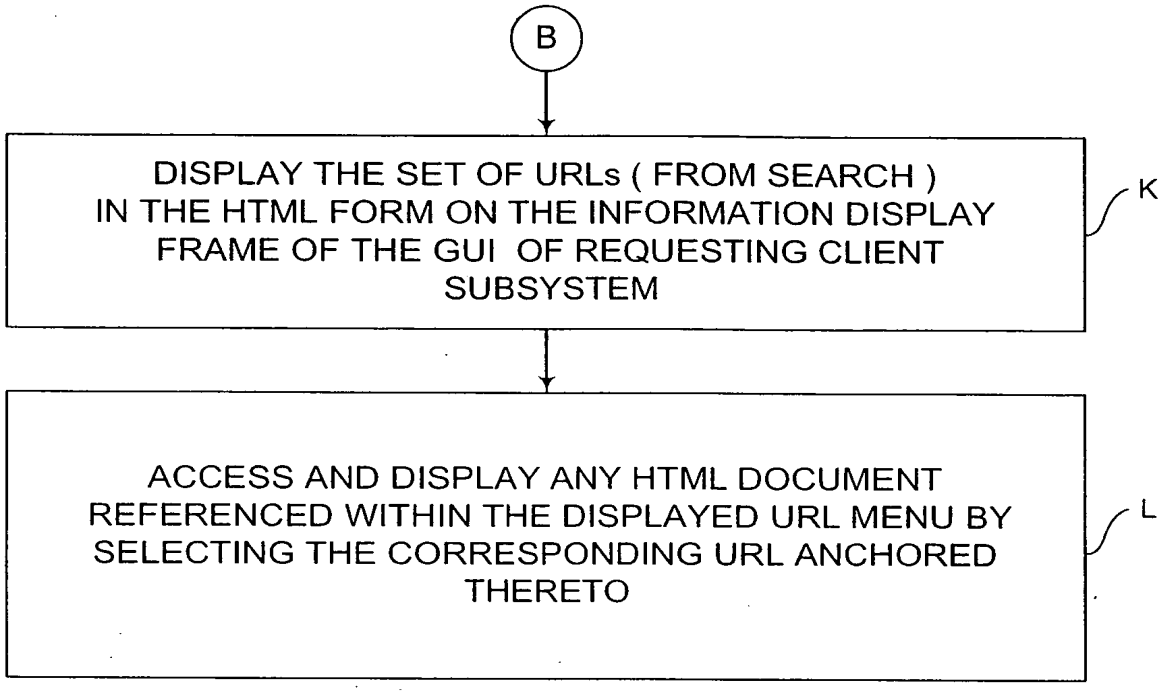

B
DISPLAY THE SET OF URLs (FROM SEARCH) IN THE HTML FORM ON THE INFORMATION DISPLAY FRAME OF THE GUI OF REQUESTING CLIENT SUBSYSTEM
K
ACCESS AND DISPLAY ANY HTML DOCUMENT REFERENCED WITHIN THE DISPLAYED URL MENU BY SELECTING THE CORRESPONDING URL ANCHORED THERETO
L

FIG. 6E3

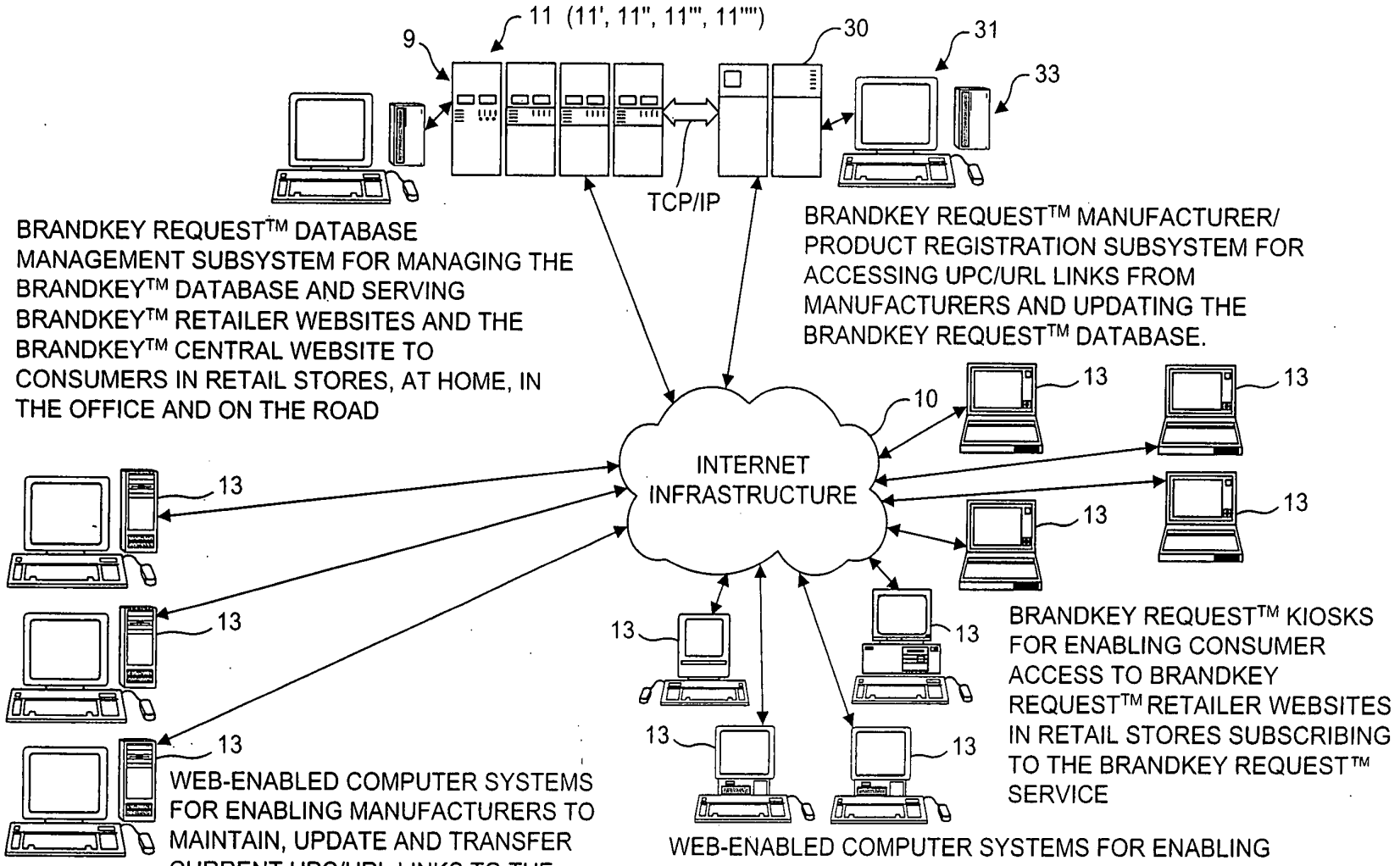


FIG. 7

Replacement Sheet

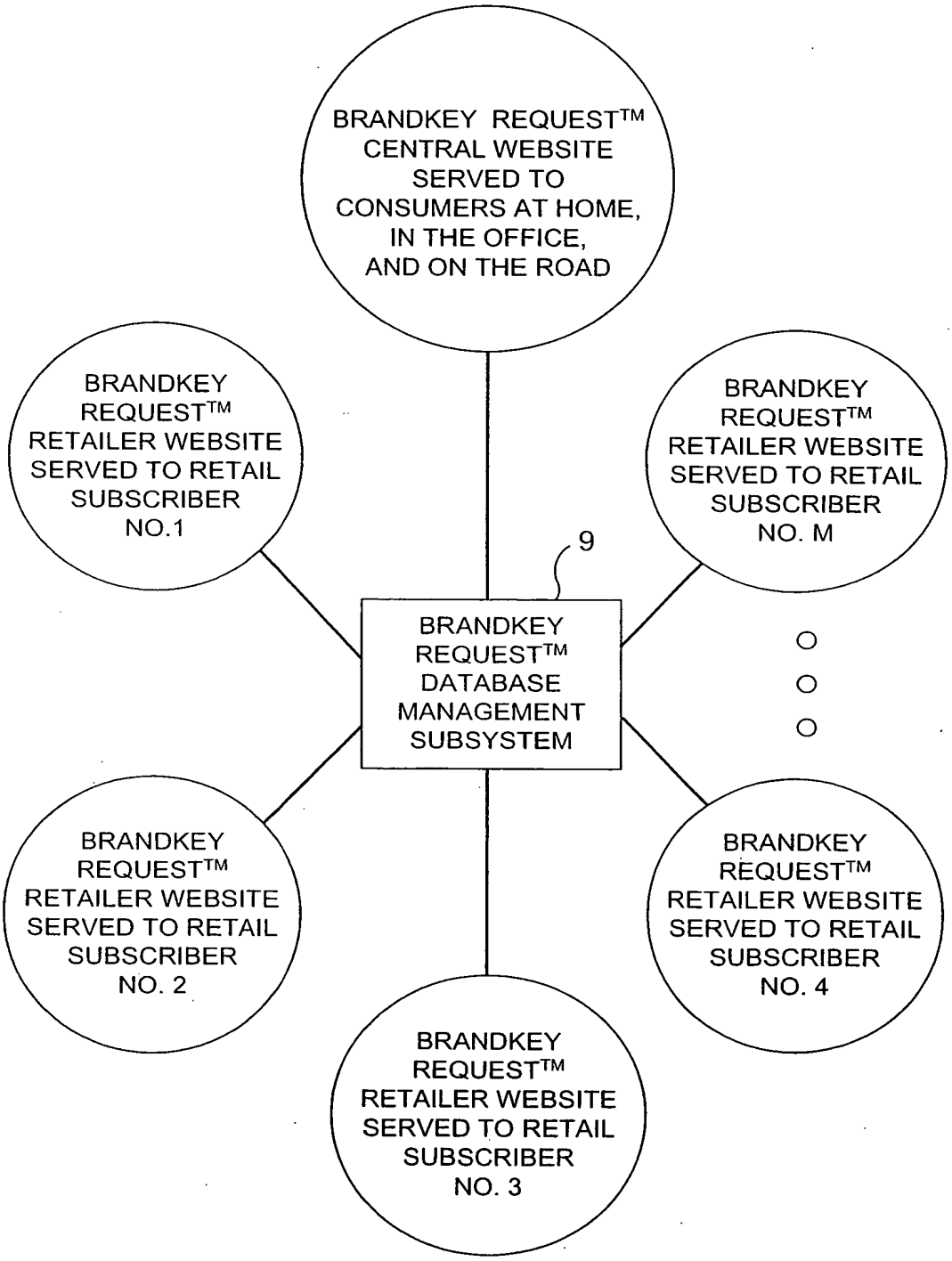

BRANDKEY REQUEST™ CENTRAL WEBSITE SERVED TO CONSUMERS AT HOME, IN THE OFFICE, AND ON THE ROAD
BRANDKEY REQUEST™ RETAILER WEBSITE SERVED TO RETAIL SUBSCRIBER NO.1
BRANDKEY REQUEST™ RETAILER WEBSITE SERVED TO RETAIL SUBSCRIBER NO. M
9
BRANDKEY REQUEST™ DATABASE MANAGEMENT SUBSYSTEM
BRANDKEY REQUEST™ RETAILER WEBSITE SERVED TO RETAIL SUBSCRIBER NO. 2
BRANDKEY REQUEST™ RETAILER WEBSITE SERVED TO RETAIL SUBSCRIBER NO. 4
BRANDKEY REQUEST™ RETAILER WEBSITE SERVED TO RETAIL SUBSCRIBER NO. 3

FIG. 8

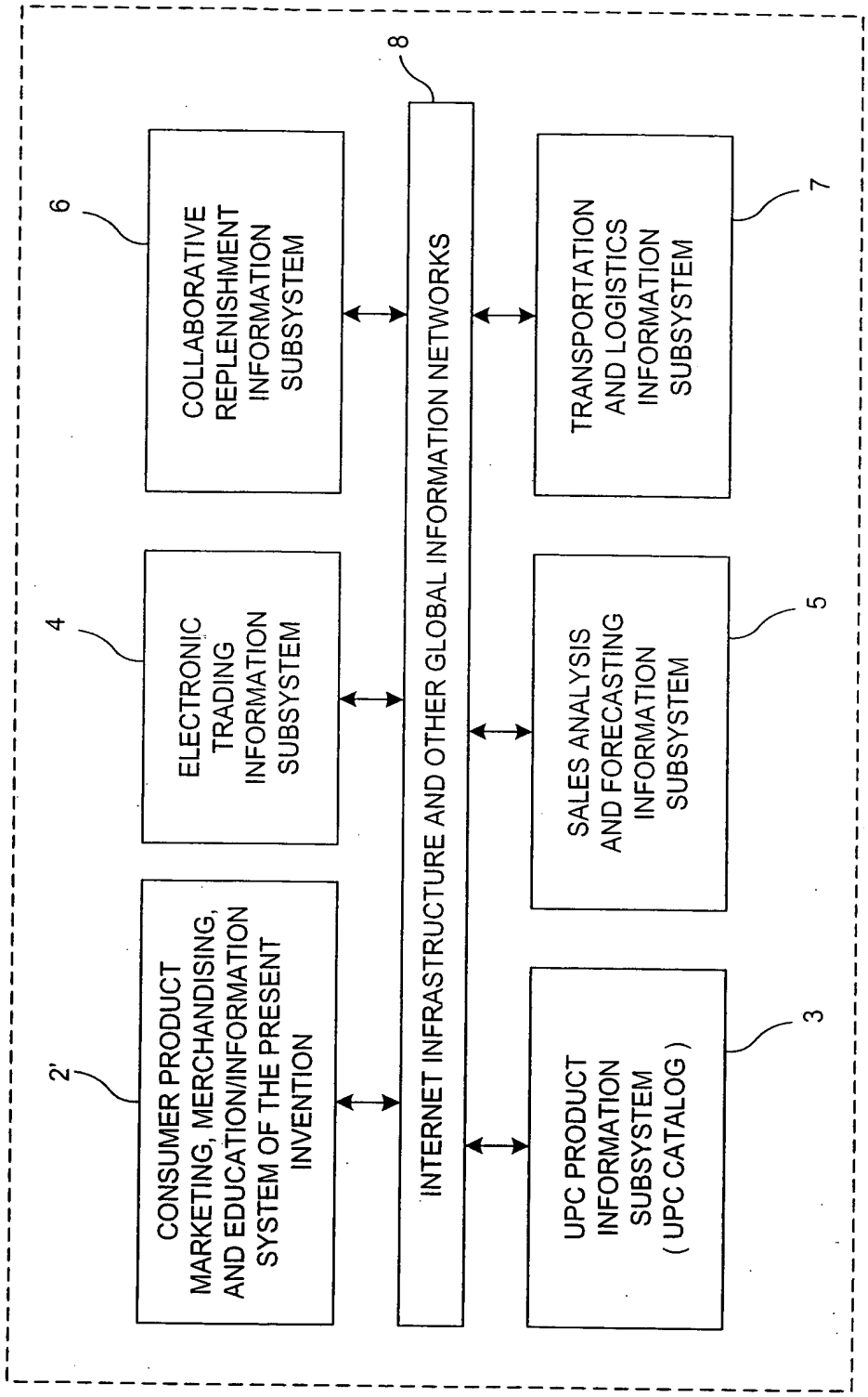

1'
SECOND ILLUSTRATIVE EMBODIMENT
2'
CONSUMER PRODUCT MARKETING, MERCHANDISING, AND EDUCATION/INFORMATION SYSTEM OF THE PRESENT INVENTION
4
ELECTRONIC TRADING INFORMATION SUBSYSTEM
6
COLLABORATIVE REPLENISHMENT INFORMATION SUBSYSTEM
8
INTERNET INFRASTRUCTURE AND OTHER GLOBAL INFORMATION NETWORKS
3
UPC PRODUCT INFORMATION SUBSYSTEM (UPC CATALOG)
5
SALES ANALYSIS AND FORECASTING INFORMATION SUBSYSTEM
7
TRANSPORTATION AND LOGISTICS INFORMATION SUBSYSTEM

FIG. 9

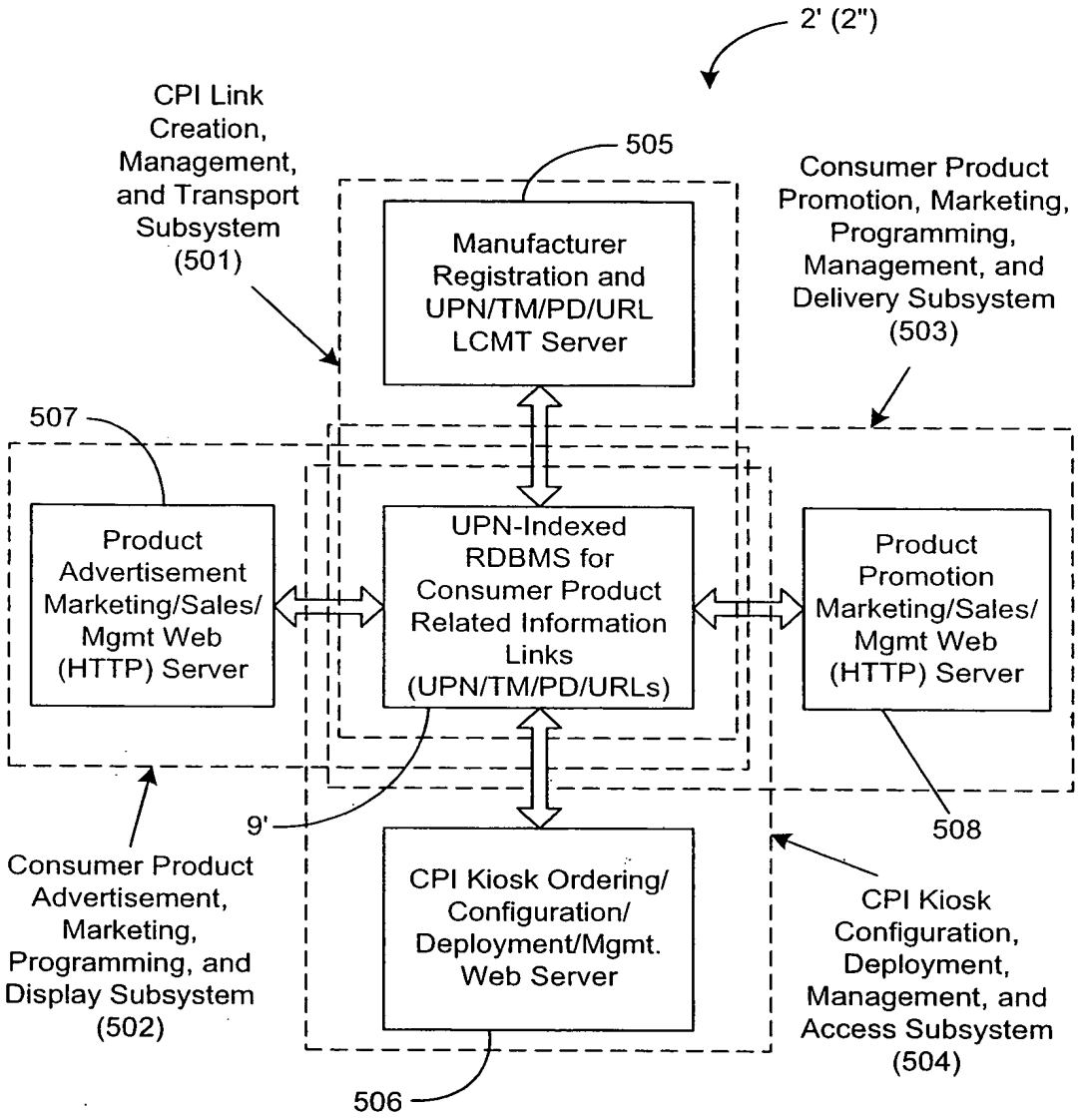
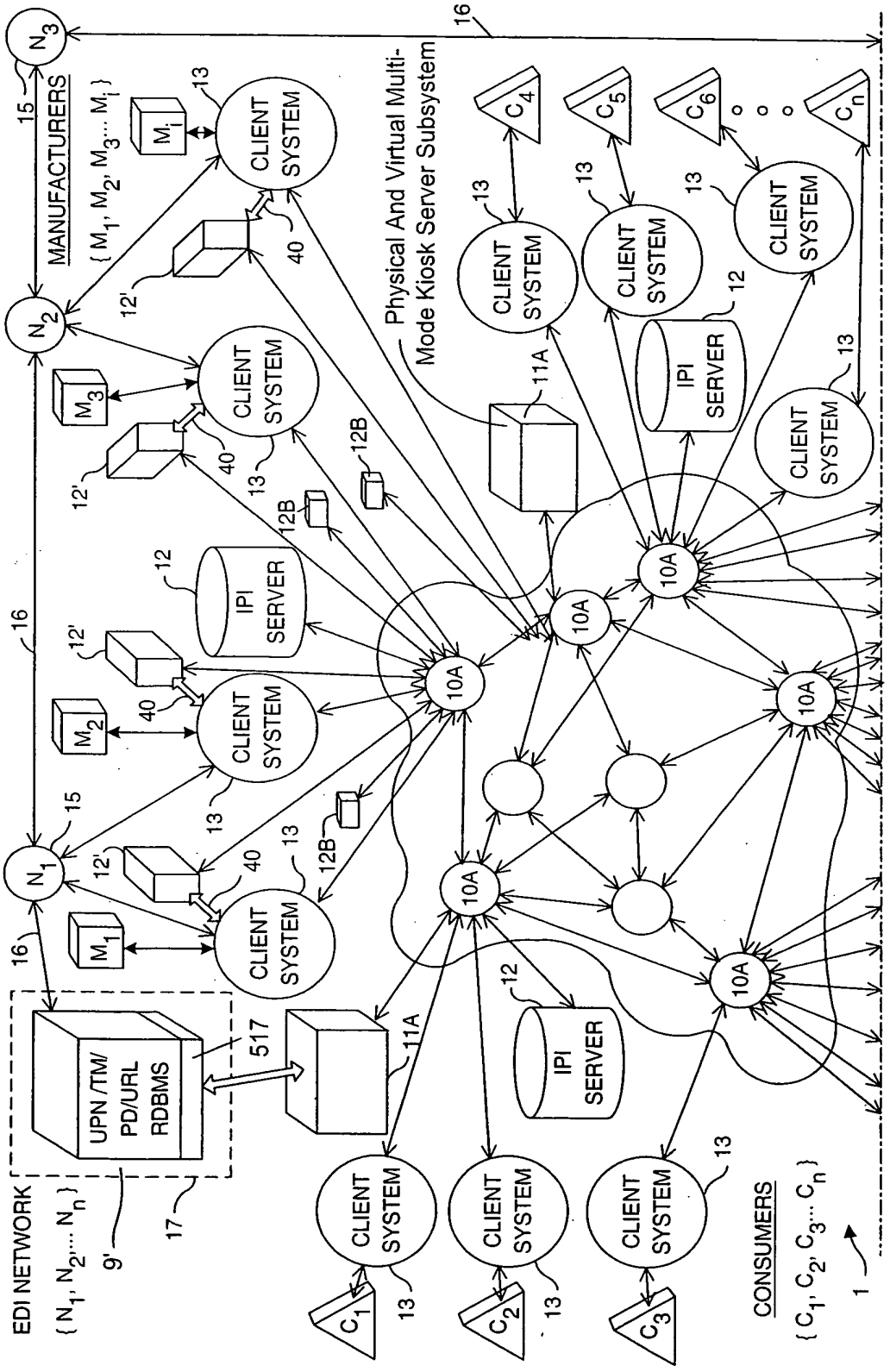

2' (2")
CPI Link Creation, Management, and Transport Subsystem (501)
505
Manufacturer Registration and UPN/TM/PD/URL LCMT Server
Consumer Product Promotion, Marketing, Programming, Management, and Delivery Subsystem (503)
507
Product Advertisement Marketing/Sales/ Mgmt Web (HTTP) Server
UPN-Indexed RDBMS for Consumer Product Related Information Links (UPN/TM/PD/URLs)
Product Promotion Marketing/Sales/ Mgmt Web (HTTP) Server
9'
508
Consumer Product Advertisement, Marketing, Programming, and Display Subsystem (502)
CPI Kiosk Ordering/ Configuration/ Deployment/Mgmt. Web Server
CPI Kiosk Configuration, Deployment, Management, and Access Subsystem (504)
506

FIG. 9A


EDI NETWORK
{N1, N2,... Nn}
9'
UPN /TM/
PD/URL
RDBMS
517
17
MANUFACTURERS
{M1, M2, M3... Mi}
CONSUMERS
{C1, C2, C3... Cn}
1
Physical And Virtual Multi-
Mode Kiosk Server Subsystem
CLIENT SYSTEM
IPI SERVER
10A
11A
12
12'
12B
13
15
16
40

F I.G. 10A1

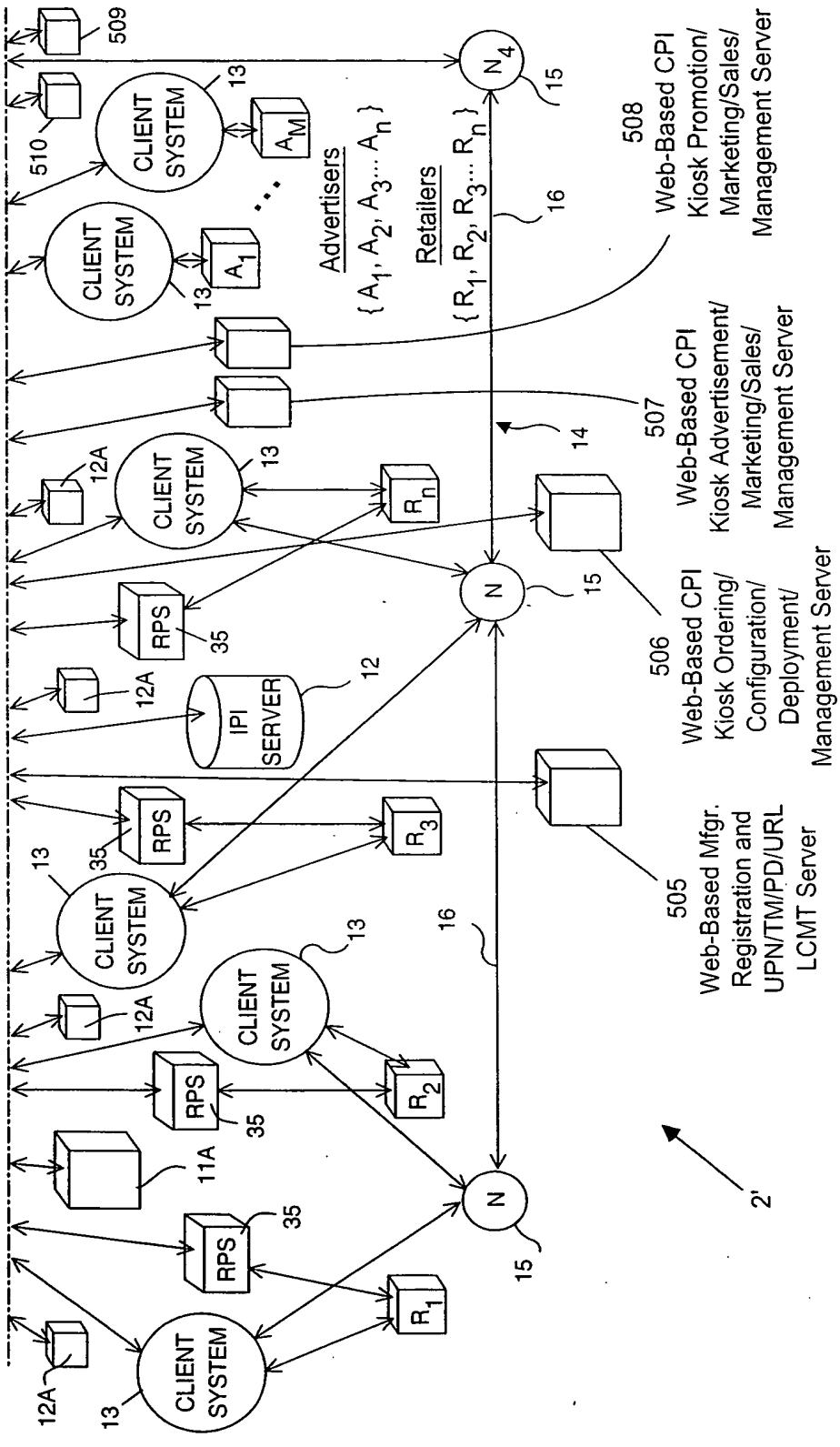

509
510
CLIENT SYSTEM
13
A_M
A_1
Advertisers
$\{A_1, A_2, A_3 \ldots A_n\}$
Retailers
$\{R_1, R_2, R_3 \ldots R_n\}$
16
N_4
15
508
Web-Based CPI
Kiosk Promotion/
Marketing/Sales/
Management Server
507
Web-Based CPI
Kiosk Advertisement/
Marketing/Sales/
Management Server
14
12A
R_n
RPS
35
IPI SERVER
12
N
506
Web-Based CPI
Kiosk Ordering/
Configuration/
Deployment/
Management Server
R_3
R_2
11A
R_1
505
Web-Based Mfgr.
Registration and
UPN/TM/PD/URL
LCMT Server
2'

FIG. 10A2

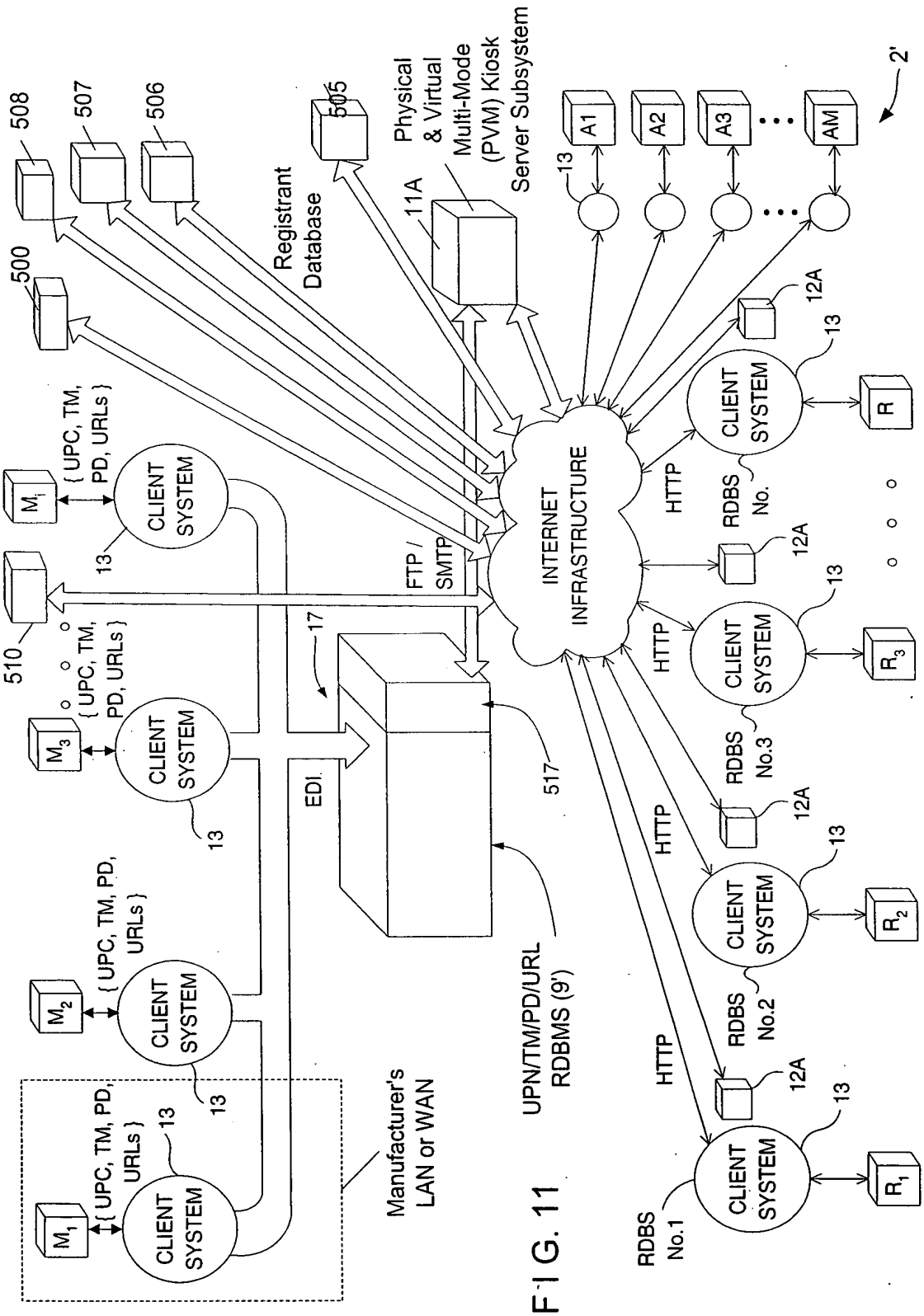

2'
A1
A2
A3
AM
13
12A
CLIENT SYSTEM
R
R1
R2
R3
RDBS No.1
RDBS No.2
RDBS No.3
RDBS No.
HTTP
INTERNET INFRASTRUCTURE
Physical & Virtual Multi-Mode (PVM) Kiosk Server Subsystem
11A
Registrant Database
505
506
507
508
500
510
FTP / SMTP
EDI
17
517
UPN/TM/PD/URL RDBMS (9')
Manufacturer's LAN or WAN
M1
M2
M3
Mi
{ UPC, TM, PD, URLs }

FIG. 11

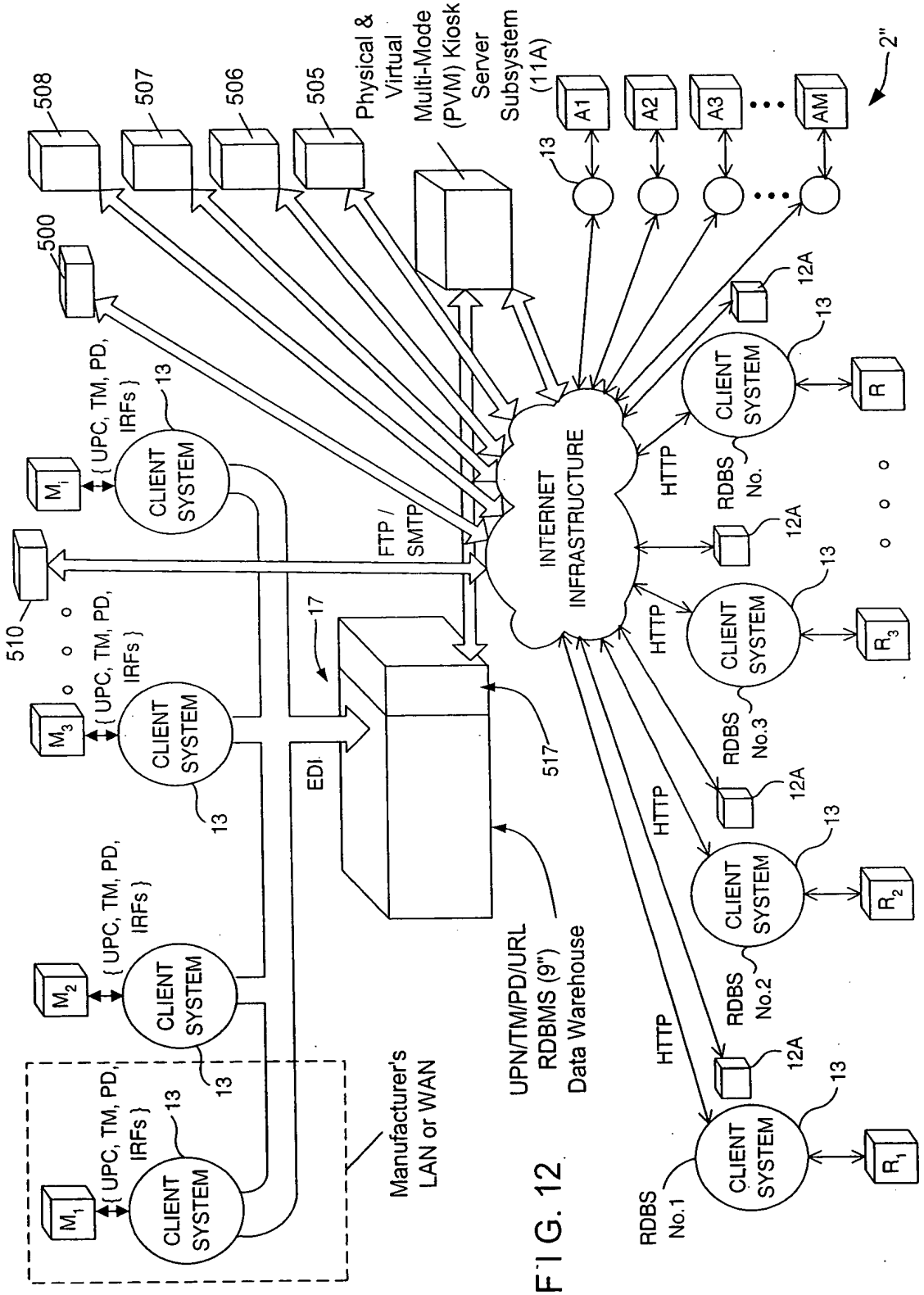

2"
Physical & Virtual Multi-Mode (PVM) Kiosk Server Subsystem (11A)
INTERNET INFRASTRUCTURE
UPN/TM/PD/URL RDBMS (9") Data Warehouse
Manufacturer's LAN or WAN
FTP / SMTP
EDI
HTTP
{ UPC, TM, PD, IRFs }
CLIENT SYSTEM
RDBS No.1
RDBS No.2
RDBS No.3
RDBS No.
500
505
506
507
508
510
517
A1
A2
A3
AM
R
R1
R2
R3
M1
M2
M3
Mi

FIG. 12

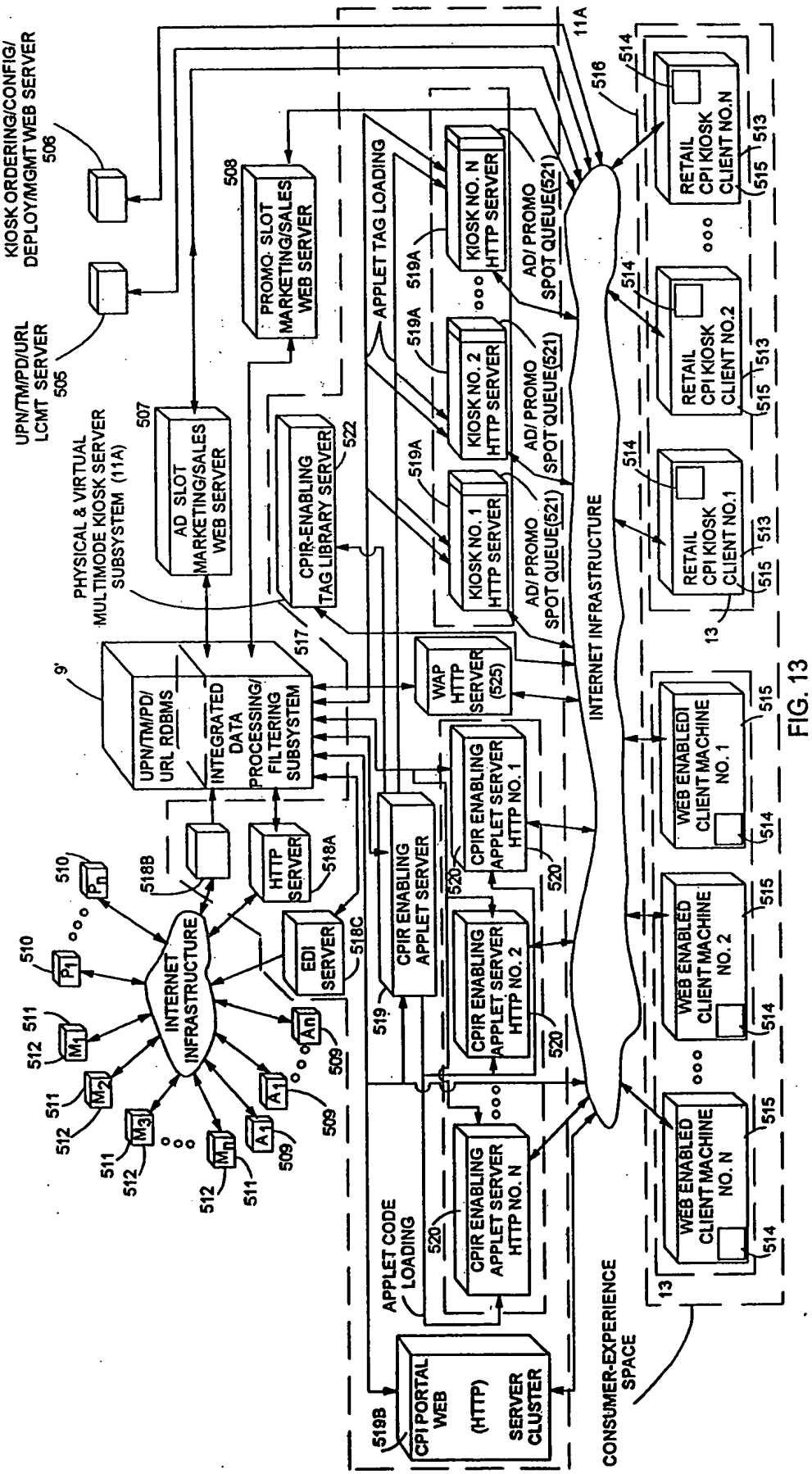

KIOSK ORDERING/CONFIG/
DEPLOY/MGMT WEB SERVER
506
UPN/TM/PD/URL
LCMT SERVER
505
PHYSICAL & VIRTUAL
MULTIMODE KIOSK SERVER
SUBSYSTEM (11A)
AD SLOT
MARKETING/SALES
WEB SERVER
507
PROMO. SLOT
MARKETING/SALES
WEB SERVER
508
CPIR-ENABLING
TAG LIBRARY SERVER
522
APPLET TAG LOADING
UPN/TM/PD/
URL RDBMS
INTEGRATED
DATA
PROCESSING/
FILTERING
SUBSYSTEM
517
9'
WAP
HTTP
SERVER
(525)
KIOSK NO. N
HTTP SERVER
KIOSK NO. 2
HTTP SERVER
KIOSK NO. 1
HTTP SERVER
519A
AD/ PROMO
SPOT QUEUE(521)
INTERNET INFRASTRUCTURE
11A
516
RETAIL
CPI KIOSK
CLIENT NO.N
RETAIL
CPI KIOSK
CLIENT NO.2
RETAIL
CPI KIOSK
CLIENT NO.1
513
514
515
13
WEB ENABLED
CLIENT MACHINE
NO. 1
WEB ENABLED
CLIENT MACHINE
NO. 2
WEB ENABLED
CLIENT MACHINE
NO. N
CPIR ENABLING
APPLET SERVER
HTTP NO. 1
CPIR ENABLING
APPLET SERVER
HTTP NO. 2
CPIR ENABLING
APPLET SERVER
HTTP NO. N
CPIR ENABLING
APPLET SERVER
520
519
APPLET CODE
LOADING
CPI PORTAL
WEB
(HTTP)
SERVER
CLUSTER
519B
CONSUMER-EXPERIENCE
SPACE
INTERNET
INFRASTRUCTURE
HTTP
SERVER
518A
EDI
SERVER
518C
518B
510
511
512
509
P1
Pn
M1
M2
M3
Mn
A1
An

FIG. 13

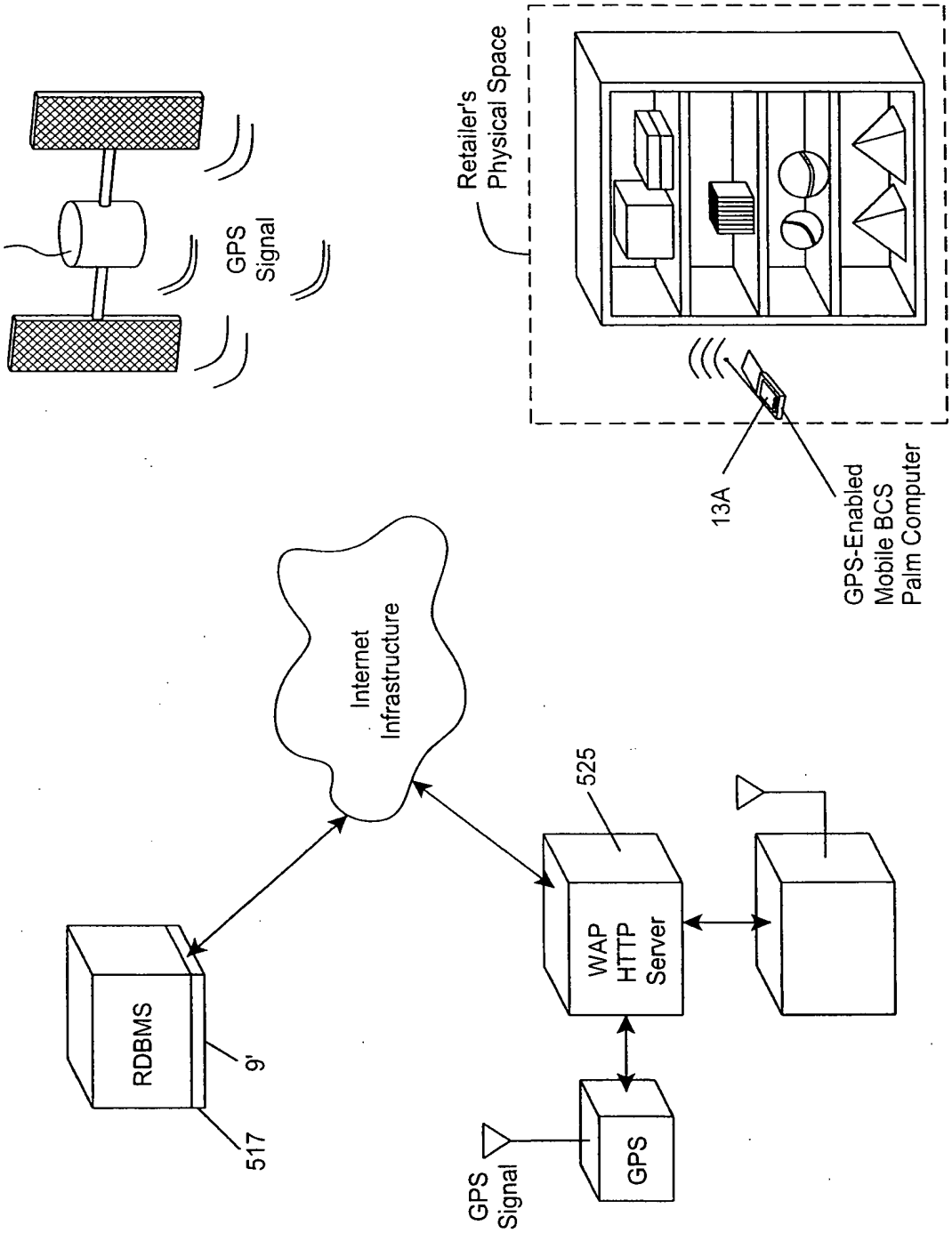

GPS Signal
Retailer's Physical Space
13A
GPS-Enabled Mobile BCS Palm Computer
Internet Infrastructure
525
WAP HTTP Server
RDBMS
9'
517
GPS
GPS Signal

FIG. 14

Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A

Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Version of UPN/URL Mgmt. SW	Alpha 20	Enterable; Modifiable
Number of Licenses Granted	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW License Keys	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Number	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Acct. Rep	Alpha 20	Enterable; Modifiable
UPN/URL Mgmt. SW Download Date	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15B

MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
Assigned UPN (UPC or UPC/EAN)	Alpha 20	Enterable; Modifiable
UPN Symbology Type	Alpha 20	Enterable; Modifiable
Primary Trademark/Brand	Alpha 20	Enterable; Modifiable
Secondary Trademark/Brand	Alpha 20	Enterable; Modifiable
Product Description	Alpha 20	Enterable; Modifiable
Cash Register Short Description	Alpha 20	Enterable; Modifiable
Cash Register Description	Alpha 20	Enterable; Modifiable
Model Number	Alpha 20	Enterable; Modifiable
Package Type	Alpha 20	Enterable; Modifiable
Labeling Language	Alpha 20	Enterable; Modifiable
URL Marking on Package	Alpha 20	Enterable; Modifiable
Service Phone Number on Package	Alpha 20	Enterable; Modifiable
Brand Manager Identity	Alpha 20	Enterable; Modifiable
Brand Manager Phone Number	Alpha 20	Enterable; Modifiable
Brand Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Product Manager Identity	Alpha 20	Enterable; Modifiable
Product Manager Phone Number	Alpha 20	Enterable; Modifiable
Product Manager E-Mail Address	Alpha 20	Enterable; Modifiable
Trademark Notice on Package	Alpha 20	Enterable; Modifiable
Copyright Notice on Package	Alpha 20	Enterable; Modifiable
Patent Notice on Package	Alpha 20	Enterable; Modifiable
URL for Primary TM Image	Alpha 20	Enterable; Modifiable
URL for Secondary Image	Alpha 20	Enterable; Modifiable
Effective Change Date	Alpha 20	Enterable; Modifiable
System Last Updated	Alpha 20	Enterable; Modifiable
Release Date	Alpha 20	Enterable; Modifiable
Public Release Date	Alpha 20	Enterable; Modifiable
End Availability Date	Alpha 20	Enterable; Modifiable

FIG. 15C

Assigned UPN	Alpha 20	Enterable; Modifiable
URL for Product Description	Alpha 20	Enterable; Modifiable
URL for Product Instructions	Alpha 20	Enterable; Modifiable
URL for Product Oper. Manual	Alpha 20	Enterable; Modifiable
URL for Orig. Warranty Service	Alpha 20	Enterable; Modifiable
URL for Extended Warranty Service	Alpha 20	Enterable; Modifiable
URL for 1st Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 2nd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 3rd Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 4th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 5th Ad on WWW	Alpha 20	Enterable; Modifiable
URL for 1st Product Review	Alpha 20	Enterable; Modifiable
URL for 2nd Product Review	Alpha 20	Enterable; Modifiable
URL for 3rd Product Review	Alpha 20	Enterable; Modifiable
URL for 4th Product Review	Alpha 20	Enterable; Modifiable
URL for 5th Product Review	Alpha 20	Enterable; Modifiable
URL for 1st Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 2nd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 3rd Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 4th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for 5th Product Endorsement	Alpha 20	Enterable; Modifiable
URL for Mfgr. Service Request	Alpha 20	Enterable; Modifiable
URL for Product Returns to Mfgr.	Alpha 20	Enterable; Modifiable
URL for Product News	Alpha 20	Enterable; Modifiable
URL for Company News	Alpha 20	Enterable; Modifiable
URL for FAQs about Product	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 1	Alpha 20	Enterable; Modifiable
URL for Customer Service Line 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 1	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 2	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 3	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 4	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 5	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 6	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 7	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 8	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 9	Alpha 20	Enterable; Modifiable
URL for Retailer Promotion # 10	Alpha 20	Enterable; Modifiable

FIG. 15D1

URL for Direct Mfgr. Purchase	Alpha 20	Enterable; Modifiable
URL for Dealer Location in USA	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 1	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 2	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 3	Alpha 20	Enterable; Modifiable
URL for Product Wholesaler # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 1	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 2	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 3	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 4	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 5	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 6	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 7	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 8	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 9	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 10	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 11	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 12	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 13	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 14	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 15	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 16	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 17	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 18	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 19	Alpha 20	Enterable; Modifiable
URL for Product Retailer # 20	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 1	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 2	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 3	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 4	Alpha 20	Enterable; Modifiable
URL for Complimentary Product 5	Alpha 20	Enterable; Modifiable
URL for Special Product Notices	Alpha 20	Enterable; Modifiable
URL for Product Uses	Alpha 20	Enterable; Modifiable
URL for Product Recreations	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 1	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 2	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 3	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 4	Alpha 20	Enterable; Modifiable
URL for Mfgr. Affiliate # 5	Alpha 20	Enterable; Modifiable
URL for Product Updates	Alpha 20	Enterable; Modifiable
URL for Software Downloads	Alpha 20	Enterable; Modifiable
URL for Mfgr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Rtlr.-Sponsored Auctions	Alpha 20	Enterable; Modifiable
URL for Mfgr. Suggested Rtl. Price	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15D2

Structure: Retailer		
Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable
Purchasing Director Identity	Alpha 20	Enterable; Modifiable
Purchasing Director Phone	Alpha 20	Enterable; Modifiable
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable
UPC Catalog Provider	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable
UPC Calalog Provider E-Mail	Alpha 20	Enterable; Modifiable
EDI B2B Enabler	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable
EDI B2B Enabler Phone	Alpha 20	Enterable; Modifiable
EDI B2B Enabler E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender	Alpha 20	Enterable; Modifiable
EDI Vender Contact Identity	Alpha 20	Enterable; Modifiable
EDI Vender Phone	Alpha 20	Enterable; Modifiable
EDI Vender E-mail	Alpha 20	Enterable; Modifiable
Marketing Manager	Alpha 20	Enterable; Modifiable
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F

Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H

Structure: Advertiser		
Advertiser Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Advertiser WWW Site	Alpha 20	Enterable; Modifiable
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable
Advertiser Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15I

Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J

Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update		

FIG. 15K

Structure: Retailer Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Store Manager Identity	Alpha 20	Enterable; Modifiable
Store Manager Phone	Alpha 20	Enterable; Modifiable
Store Manager E-Mail	Alpha 20	Enterable; Modifiable
Regional Manager Identity	Alpha 20	Enterable; Modifiable
Regional Manager Phone	Alpha 20	Enterable; Modifiable
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable
Number of Store Aisles	Alpha 20	Enterable; Modifiable
Number of Floors	Alpha 20	Enterable; Modifiable
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable
Product Catagory/Shelf Maps	Alpha 20	Enterable; Modifiable
Available Internet Connectivity	Alpha 20	Enterable; Modifiable
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N

Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15O

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P

Structure: Ad Spot Order-Virtual Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Spot Order	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost of Ad Spot	Alpha 20	Enterable; Modifiable
URL of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Cost	Alpha 20	Enterable; Modifiable
Date of Ad Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Q

Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S

Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15U

Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet	Alpha 20	Enterable; Modifiable
URL of CPIR-Enabling Applet BC	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15W

Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manfacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z

Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15BB

Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE

Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH

Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15II

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha	Enterable; Modifiable
Date of Record Update	20Alpha 20	Enterable; Modifiable

FIG. 15KK

Structure: Mfgr. Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

(Mfgr's Virtual Shelf Rights Aisle)

FIG. 15MM

Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacture/Creation Of Manufacturer Account
- Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
    - Manufacturer Customization Options;
        - Default CPI Categories For Linked URL,
        - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents

FIG. 16

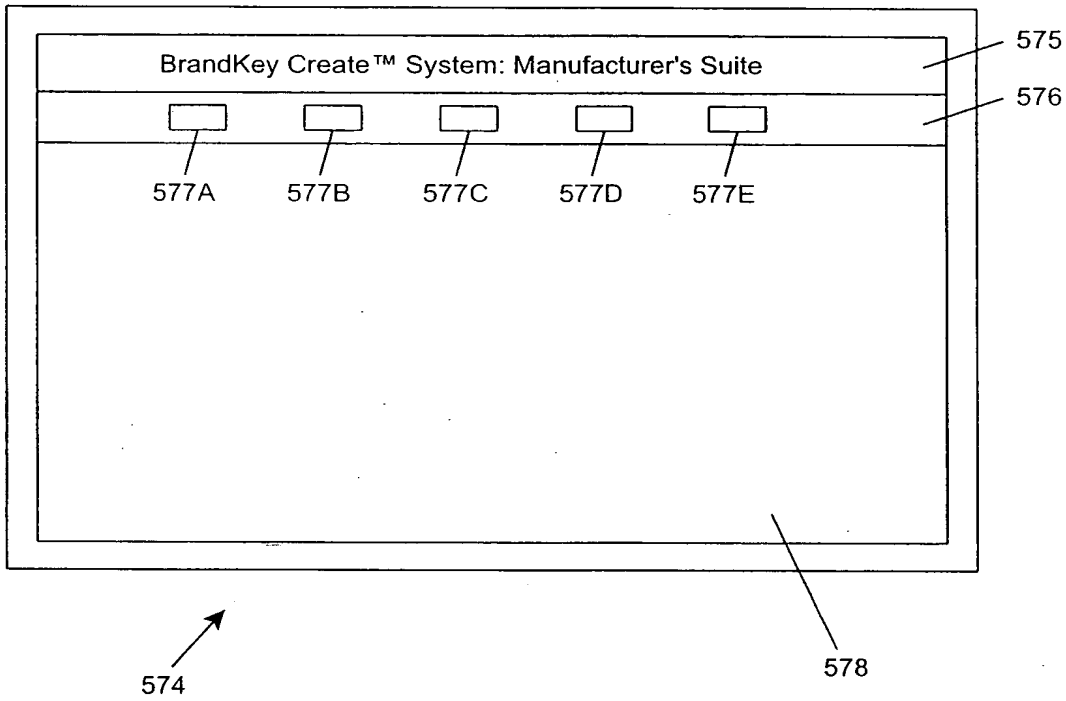

BrandKey Create™ System: Manufacturer's Suite
575
576
577A
577B
577C
577D
577E
574
578

FIG. 16A

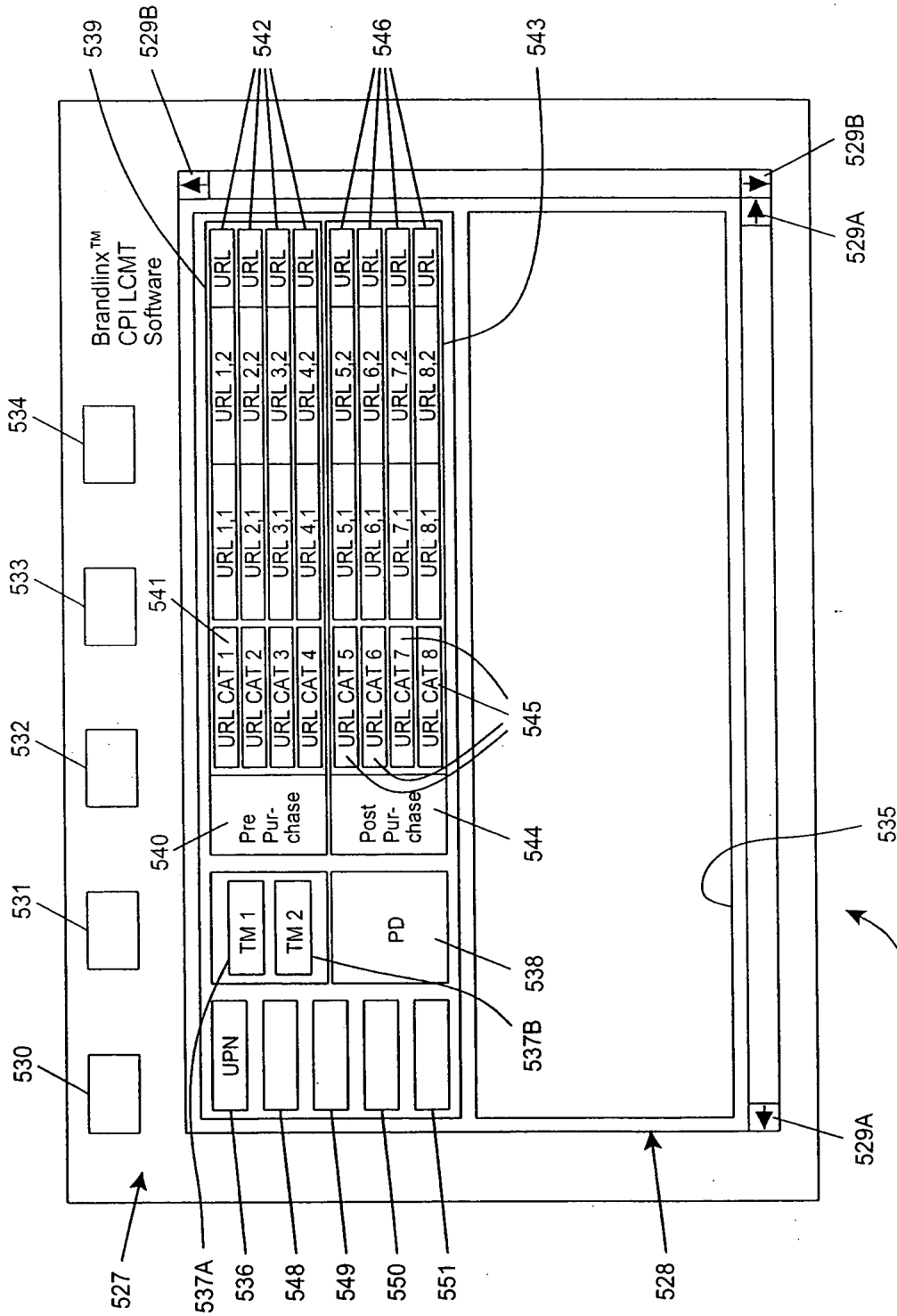

Brandlinx™
CPI LCMT
Software
URL
URL 1,1
URL 1,2
URL 2,1
URL 2,2
URL 3,1
URL 3,2
URL 4,1
URL 4,2
URL 5,1
URL 5,2
URL 6,1
URL 6,2
URL 7,1
URL 7,2
URL 8,1
URL 8,2
URL CAT 1
URL CAT 2
URL CAT 3
URL CAT 4
URL CAT 5
URL CAT 6
URL CAT 7
URL CAT 8
Pre Pur-chase
Post Pur-chase
TM 1
TM 2
PD
UPN
527
537A
536
548
549
550
551
528
537B
538
540
541
542
543
544
545
546
526
529A
529B
530
531
532
533
534
535
539

FIG. 17

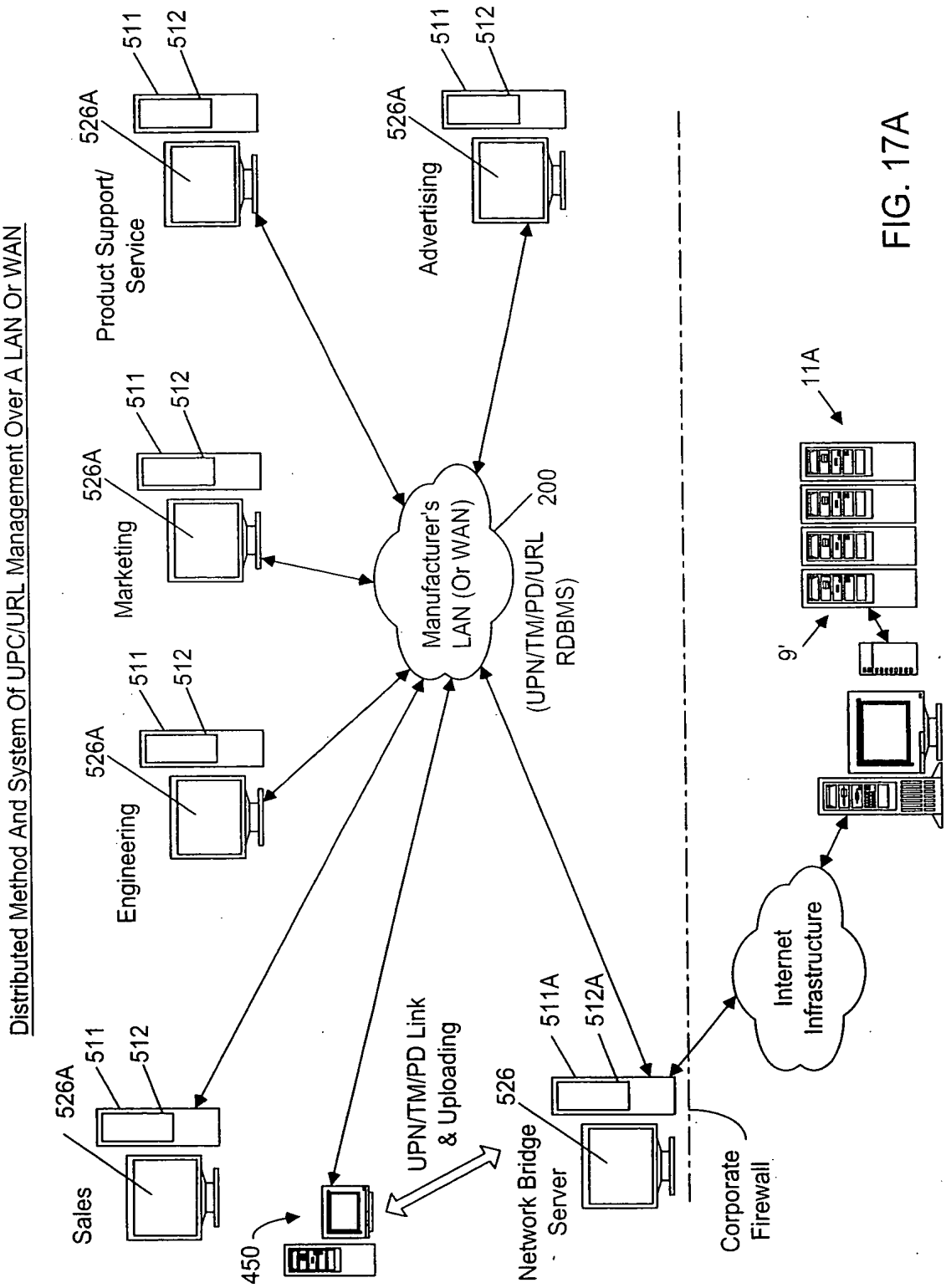

Distributed Method And System Of UPC/URL Management Over A LAN Or WAN
Product Support/ Service
Advertising
Marketing
Engineering
Sales
Manufacturer's LAN (Or WAN)
200
(UPN/TM/PD/URL RDBMS)
UPN/TM/PD Link & Uploading
450
Network Bridge Server
526
Corporate Firewall
Internet Infrastructure
9'
11A
526A
511
512
511A
512A

FIG. 17A

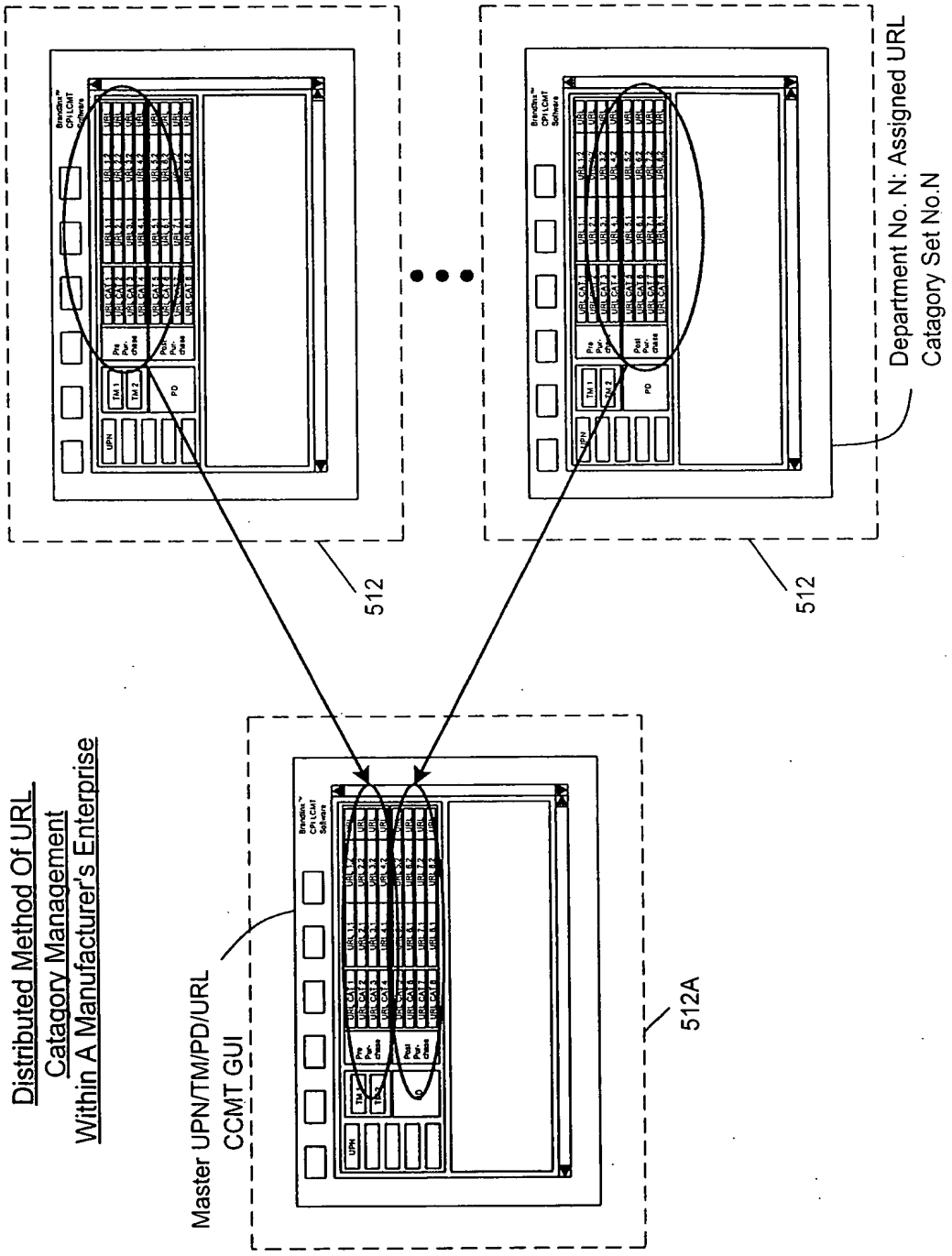

Distributed Method Of URL
Catagory Management
Within A Manufacturer's Enterprise
Master UPN/TM/PD/URL
CCMT GUI
512A
512
512
Department No. N: Assigned URL
Catagory Set No.N

FIG. 17B

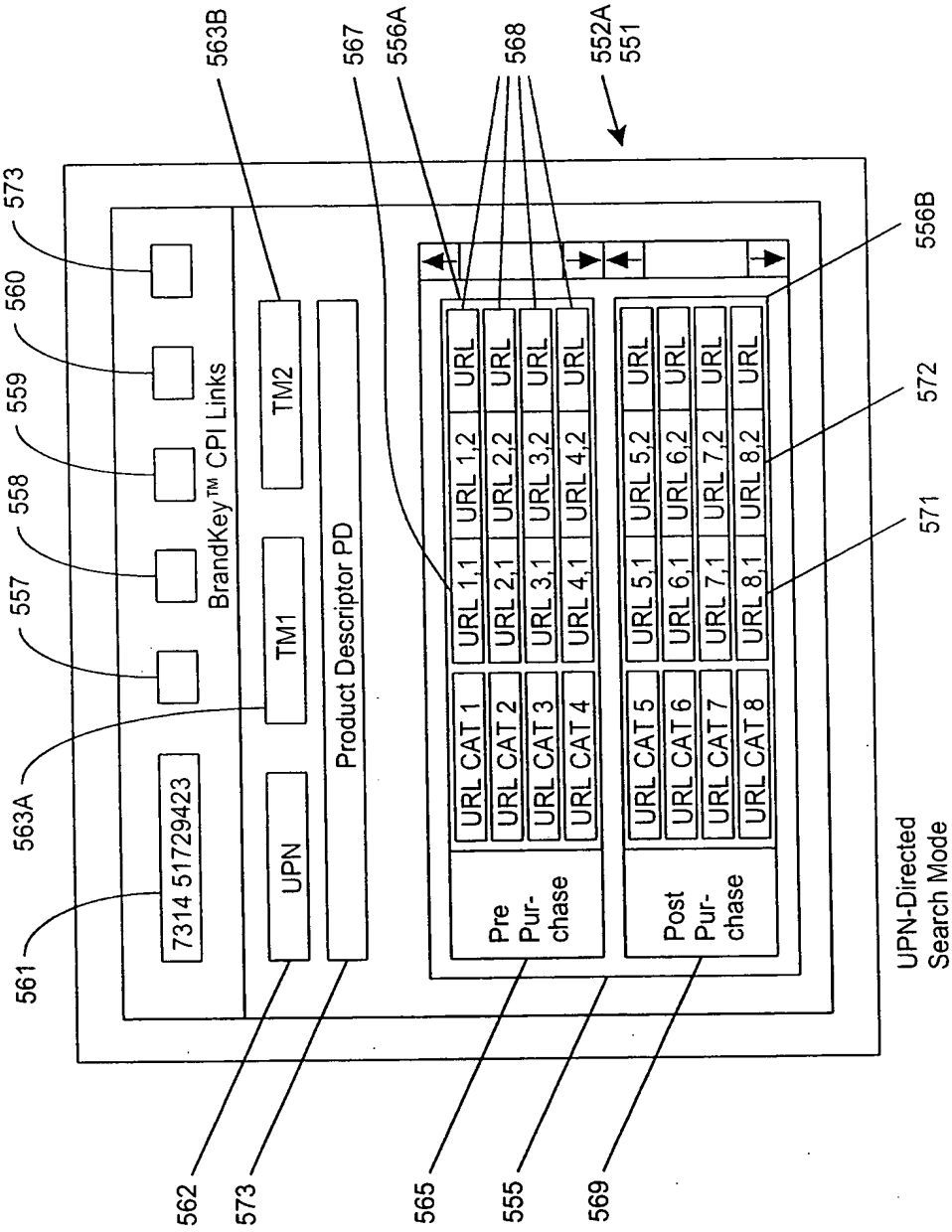

563B
567
556A
568
552A
551
573
560
559
558
557
563A
561
556B
572
571
BrandKey™ CPI Links
TM2
TM1
UPN
Product Descriptor PD
7314 51729423
URL CAT 1
URL CAT 2
URL CAT 3
URL CAT 4
URL 1,1
URL 2,1
URL 3,1
URL 4,1
URL 1,2
URL 2,2
URL 3,2
URL 4,2
URL
Pre Pur-chase
URL CAT 5
URL CAT 6
URL CAT 7
URL CAT 8
URL 5,1
URL 6,1
URL 7,1
URL 8,1
URL 5,2
URL 6,2
URL 7,2
URL 8,2
Post Pur-chase
UPN-Directed
Search Mode
Step: Mode Selection,
Data Entry, and
Record Display
562
573
565
555
569

FIG. 18A

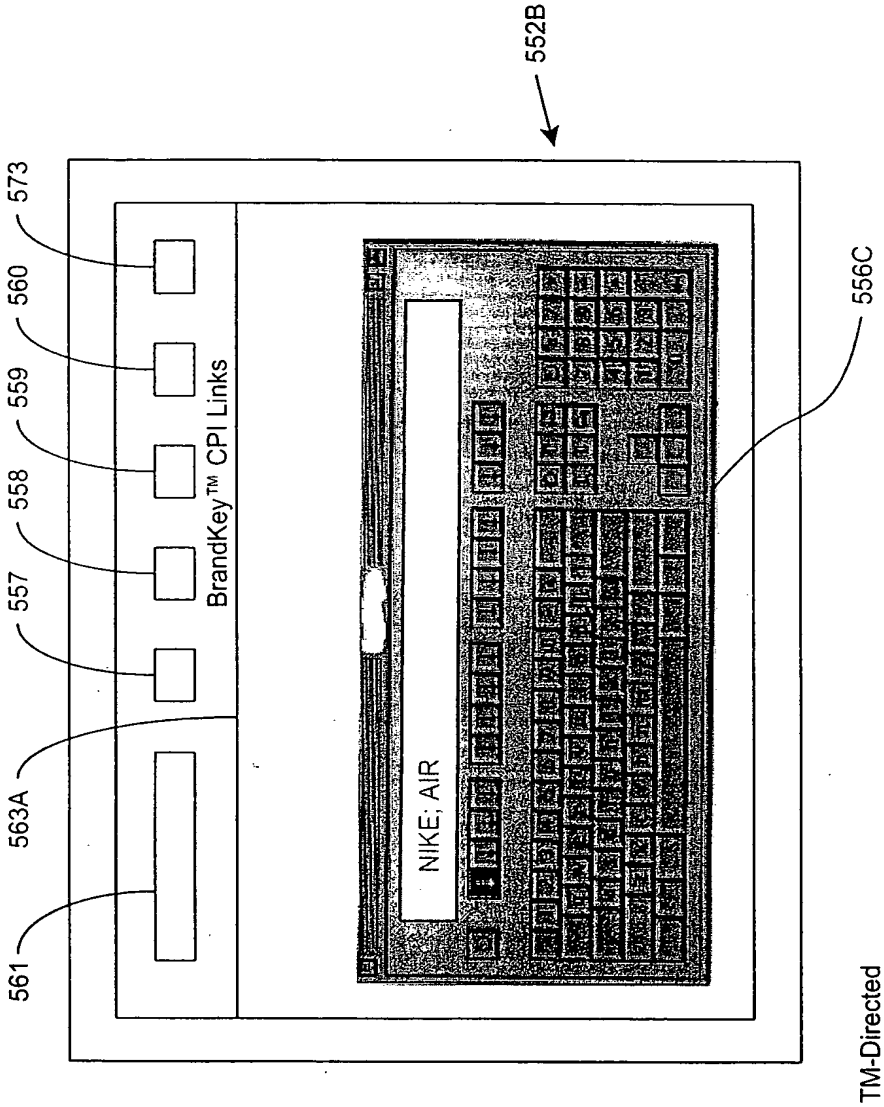

552B
573
560
559
558
557
563A
561
BrandKey™ CPI Links
NIKE; AIR
556C
TM-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18B1

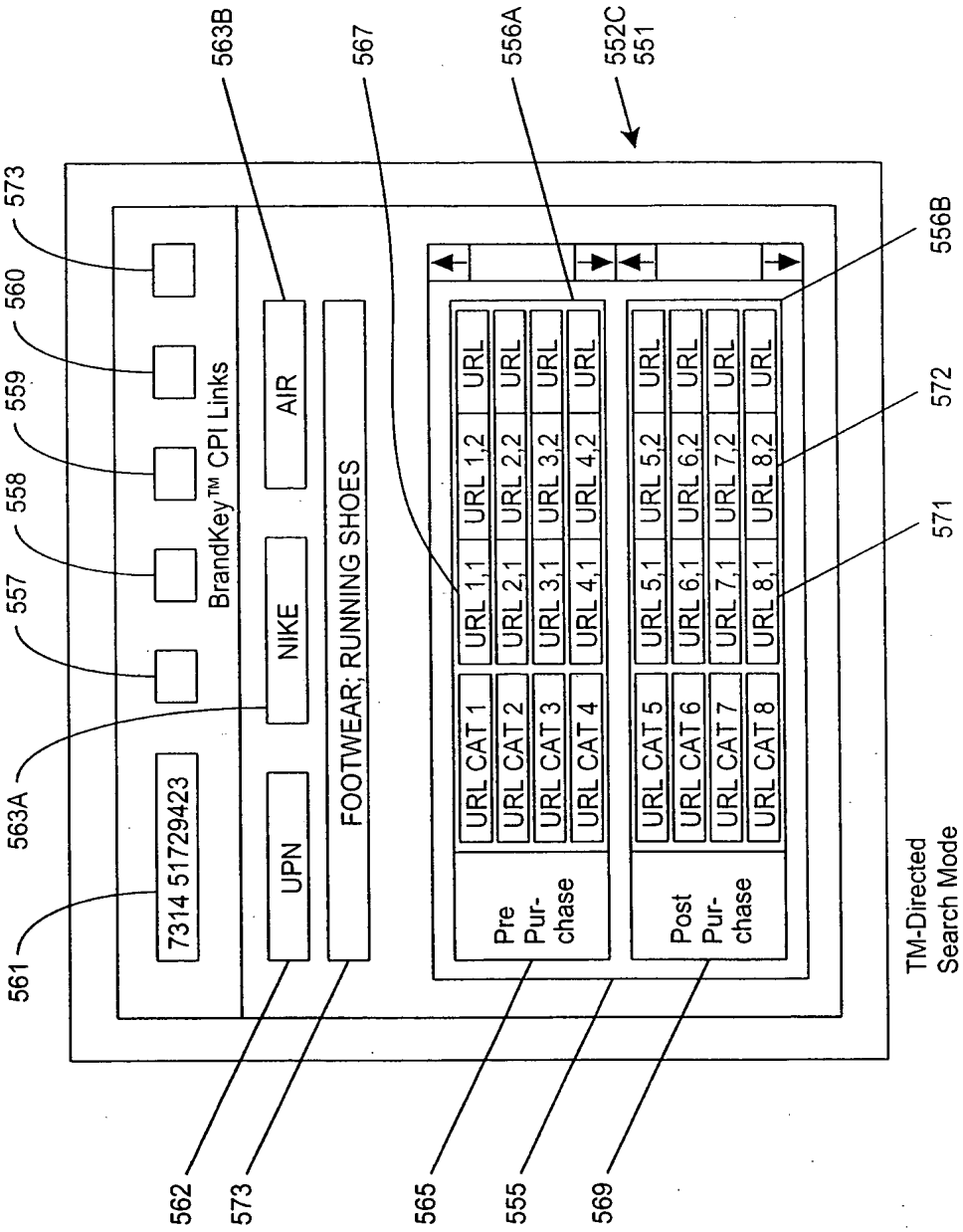

563B
567
556A
552C
551
573
560
559
558
557
563A
561
556B
572
571
BrandKey™ CPI Links
AIR
NIKE
UPN
FOOTWEAR; RUNNING SHOES
7314 51729423
URL CAT 1
URL CAT 2
URL CAT 3
URL CAT 4
URL CAT 5
URL CAT 6
URL CAT 7
URL CAT 8
URL 1,1
URL 1,2
URL 2,1
URL 2,2
URL 3,1
URL 3,2
URL 4,1
URL 4,2
URL 5,1
URL 5,2
URL 6,1
URL 6,2
URL 7,1
URL 7,2
URL 8,1
URL 8,2
URL
Pre Pur-chase
Post Pur-chase
562
573
565
555
569
TM-Directed Search Mode
Step 2: Record Selection And Display

FIG. 18B2

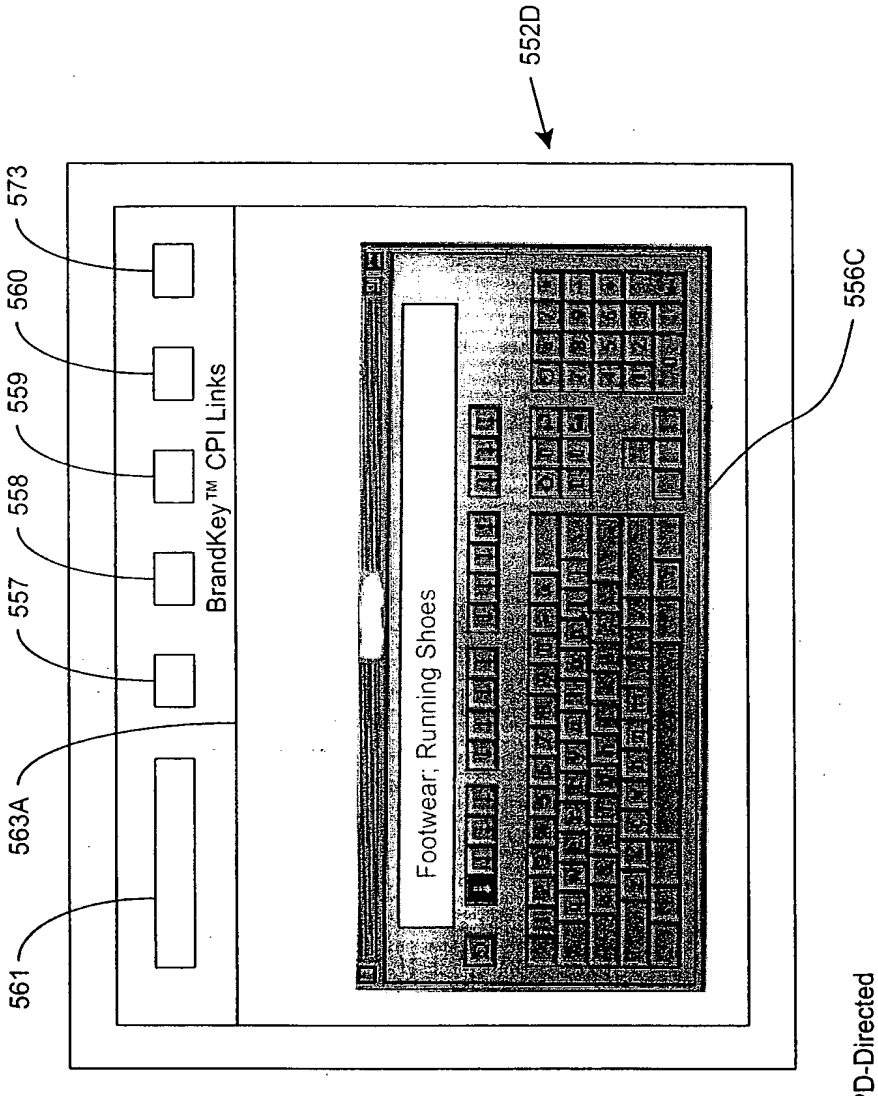

552D
573
560
559
558
557
563A
561
BrandKey™ CPI Links
Footwear; Running Shoes
556C
PD-Directed
Search Mode
Step 1: Mode Selection
And Data Entry

FIG. 18C1

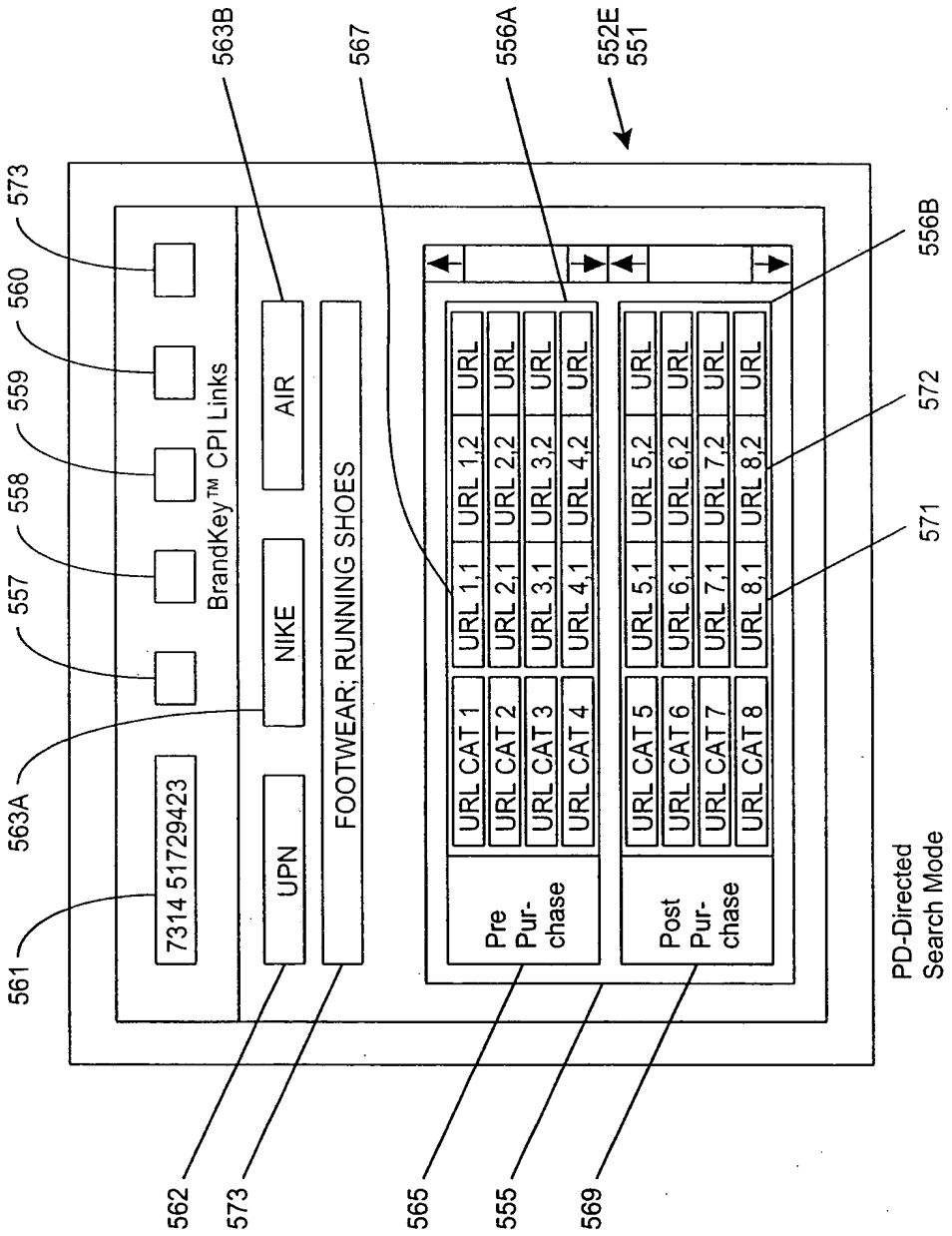

563B
567
556A
552E
551
573
560
559
558
557
563A
561
556B
572
571
BrandKey™ CPI Links
AIR
NIKE
FOOTWEAR; RUNNING SHOES
7314 51729423
UPN
URL CAT 1
URL CAT 2
URL CAT 3
URL CAT 4
URL CAT 5
URL CAT 6
URL CAT 7
URL CAT 8
URL 1,1
URL 1,2
URL 2,1
URL 2,2
URL 3,1
URL 3,2
URL 4,1
URL 4,2
URL 5,1
URL 5,2
URL 6,1
URL 6,2
URL 7,1
URL 7,2
URL 8,1
URL 8,2
URL
Pre Pur-chase
Post Pur-chase
PD-Directed Search Mode
Step 2: Record Selection And Display
562
573
565
555
569

FIG. 18C2

Modes Of Information Service In The CPI Kiosk Configuration, Deployment, Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
  - Specify Location Of Kiosk Installation And Deployment
  - Selection Of Information Services Delivered By Deployed CPI Kiosk
  - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
  - Virtual CPI Kiosks Deployed In Retailer E-Stores
  - Physical CPI Kiosks Deployed In Retailer P-Stores
  - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

FIG. 19A

Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacture/Creation Of Retailer Account
- Log-In By Manufacturer
  Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
  - Specify Domain Of Virtual Kiosk Installation And Deployment
  - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
  - Selection And Customize Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents

FIG. 19B

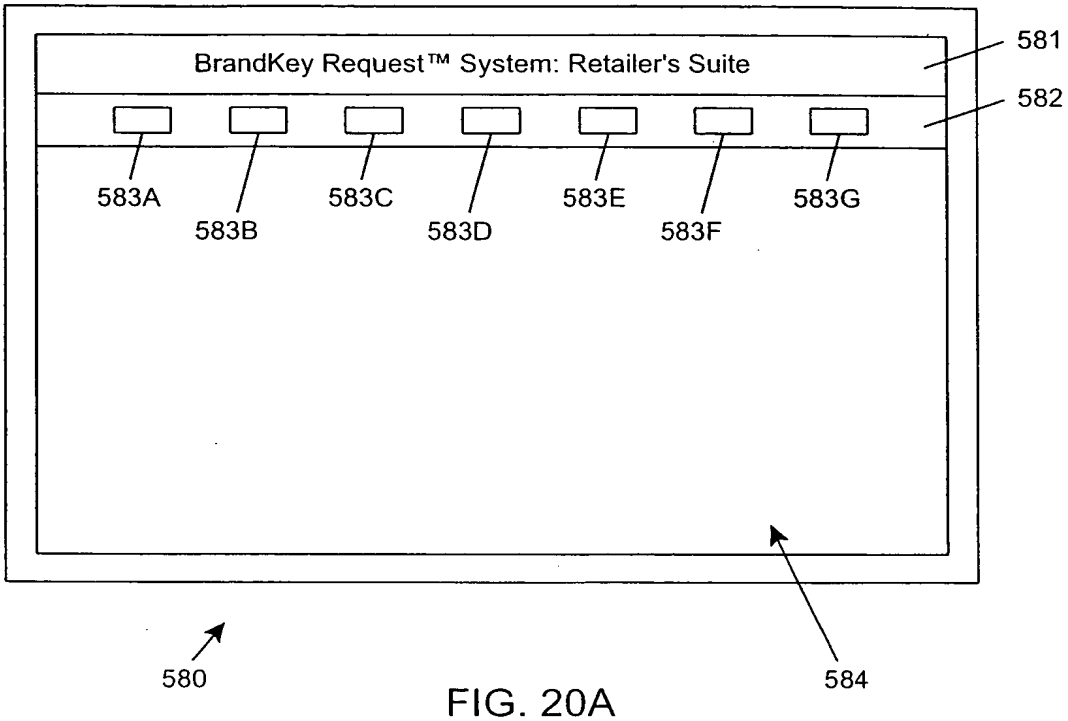


FIG. 20A

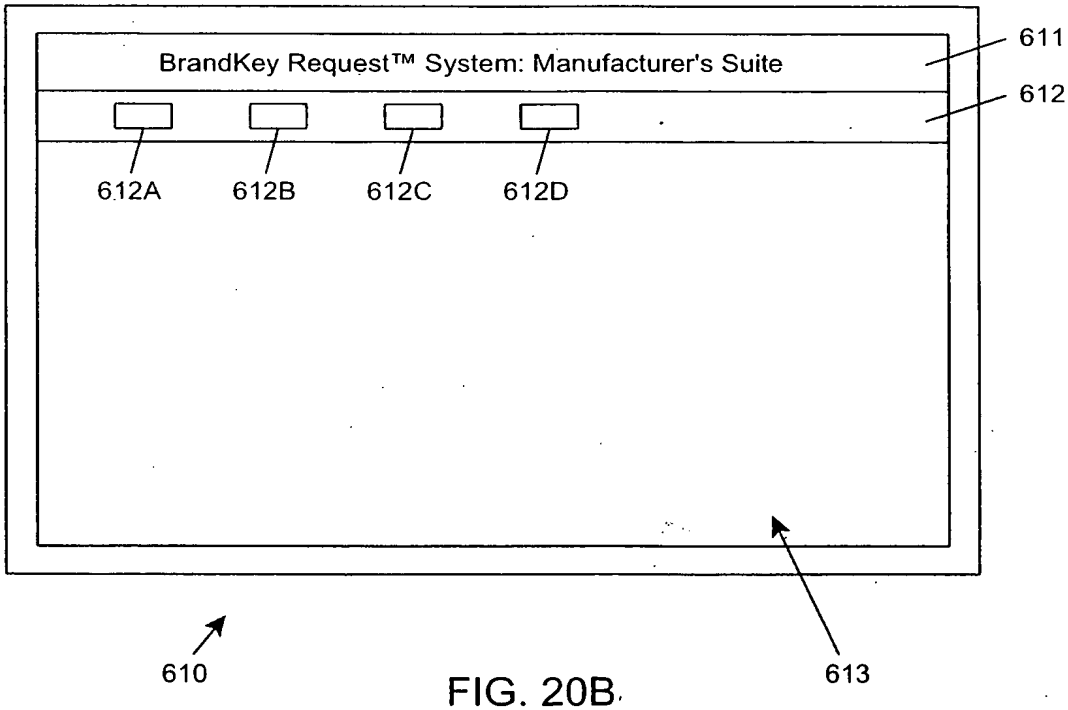


FIG. 20B

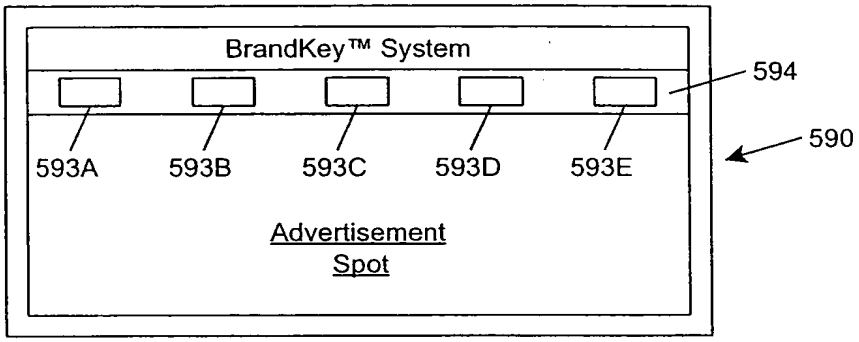


FIG. 21A

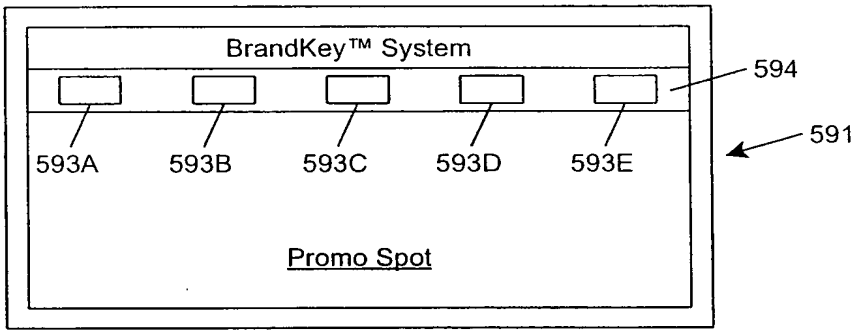


FIG. 21B

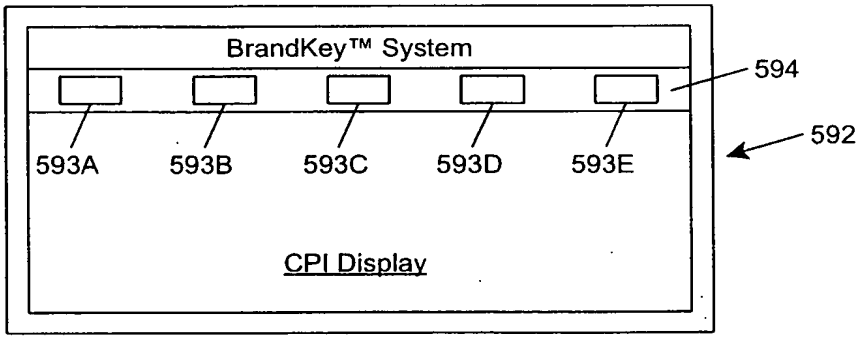


FIG. 21C

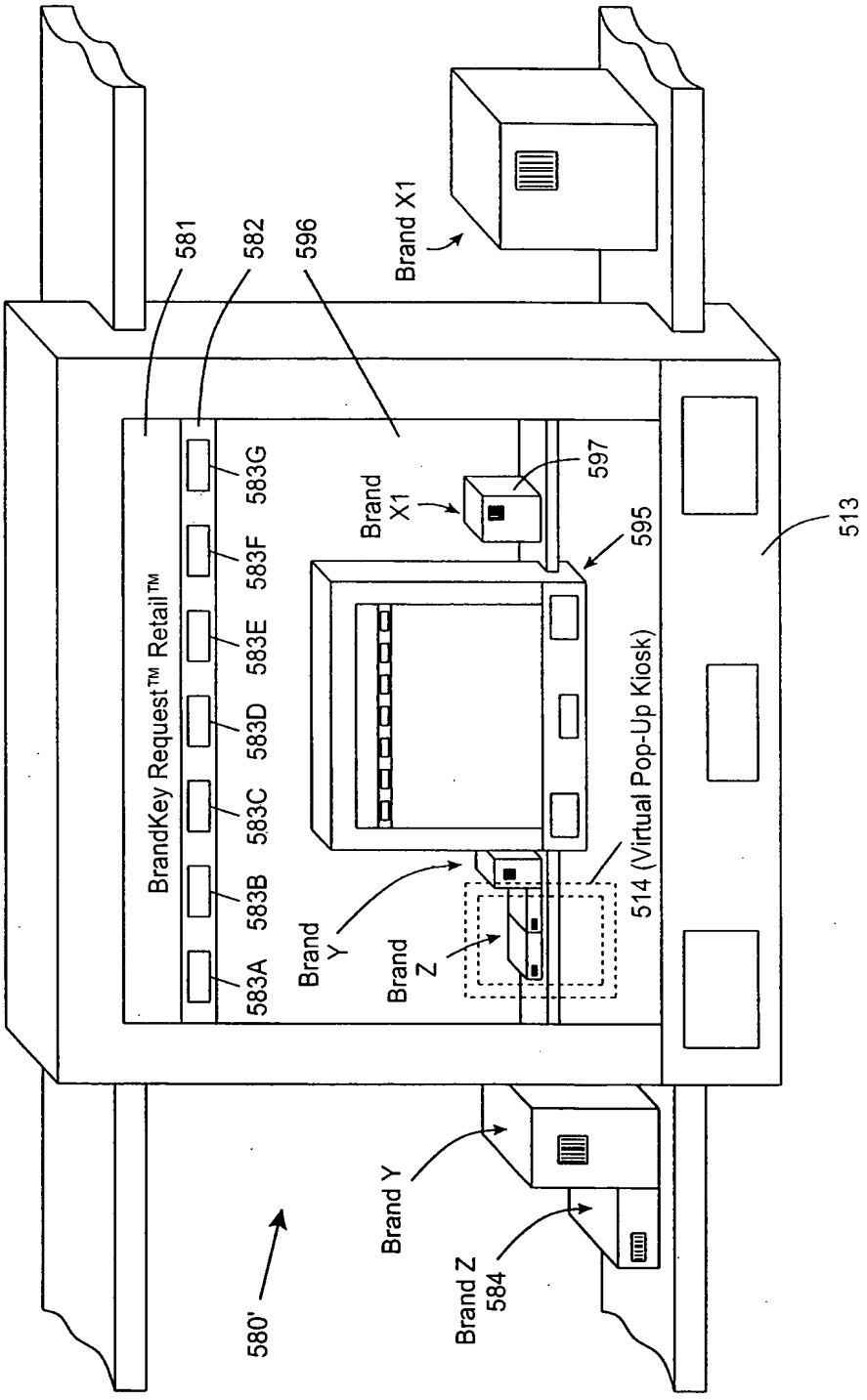

581
582
596
Brand X1
BrandKey Request™ Retail™
583A
583B
583C
583D
583E
583F
583G
Brand X1
597
595
513
Brand Y
Brand Z
514 (Virtual Pop-Up Kiosk)
580'
Brand Y
Brand Z
584

FIG. 22

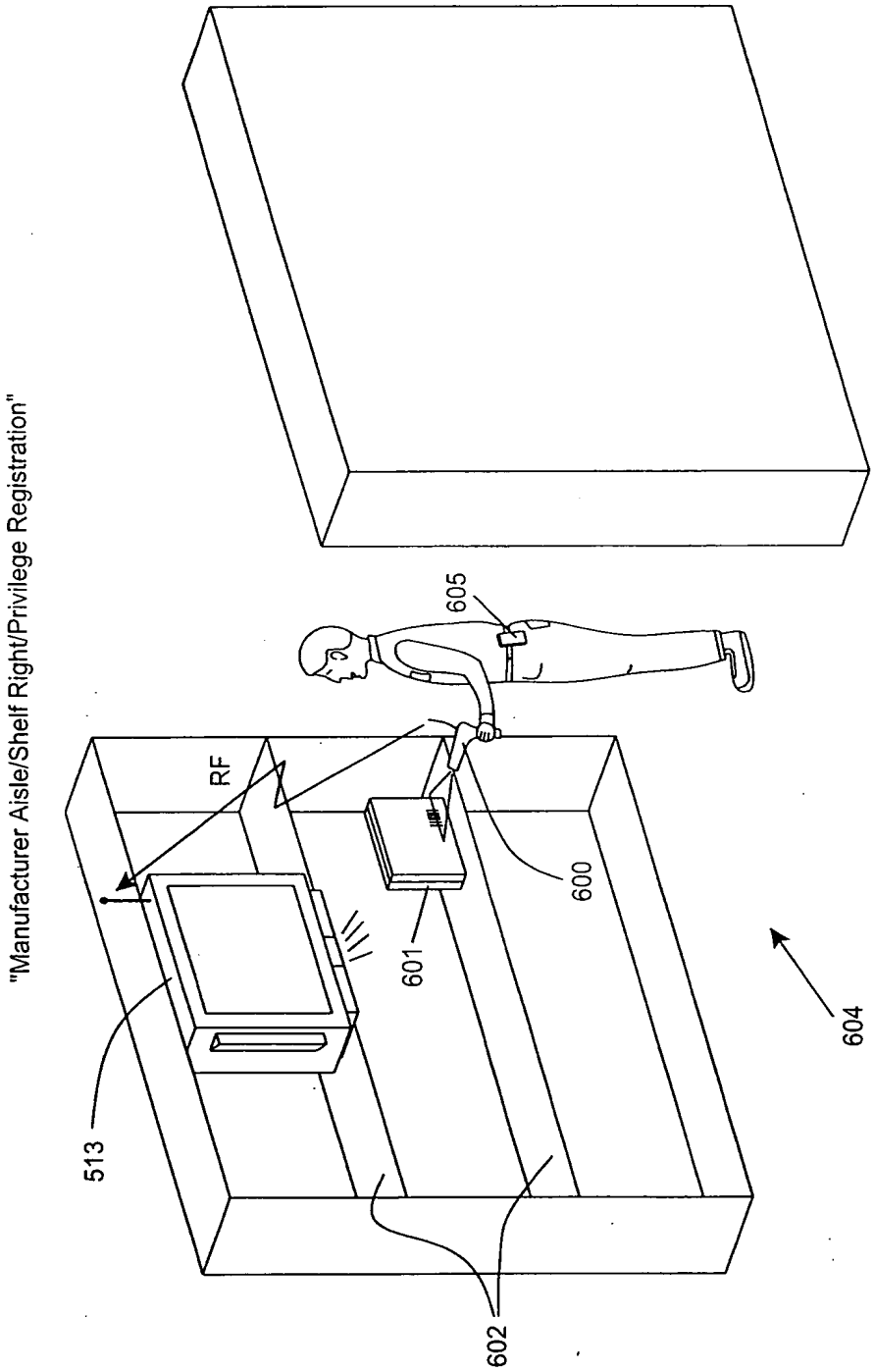

"Manufacturer Aisle/Shelf Right/Privilege Registration"
RF
513
601
600
605
604
602

FIG. 23

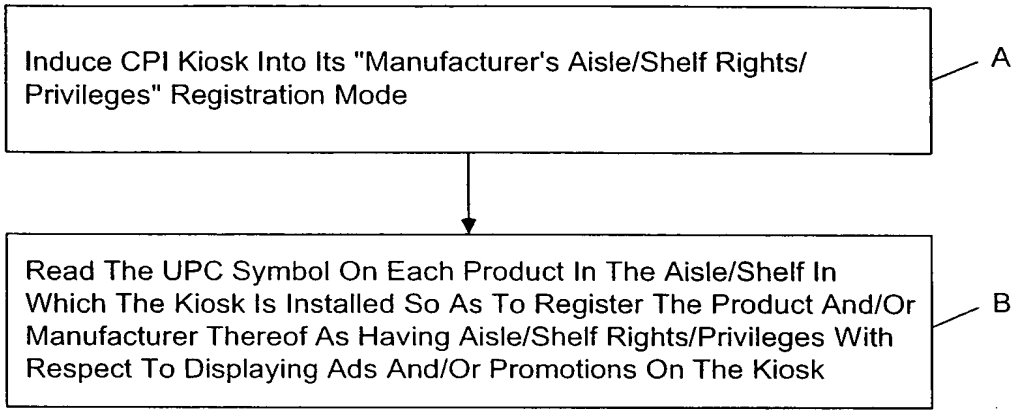


FIG. 24A

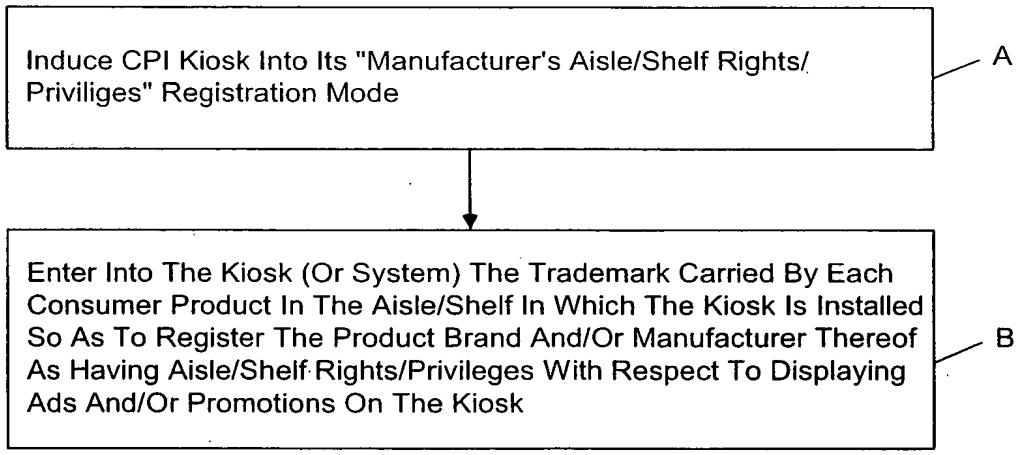


FIG. 24B

Data-Processing Method Carried Out On CPI Requests Made By Consumers From Physical Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

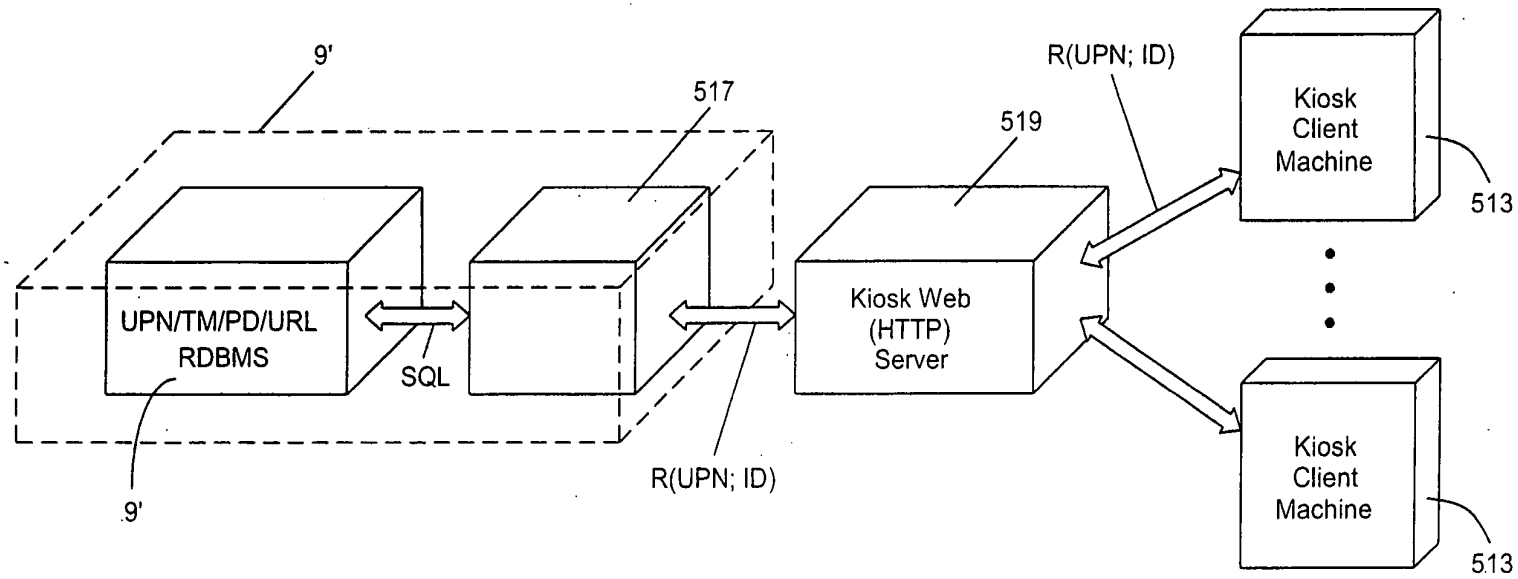


FIG. 25

Replacement Sheet

Data Filtering On CPI Requests Made From Physical Kiosks Deployed In A Retailers Store

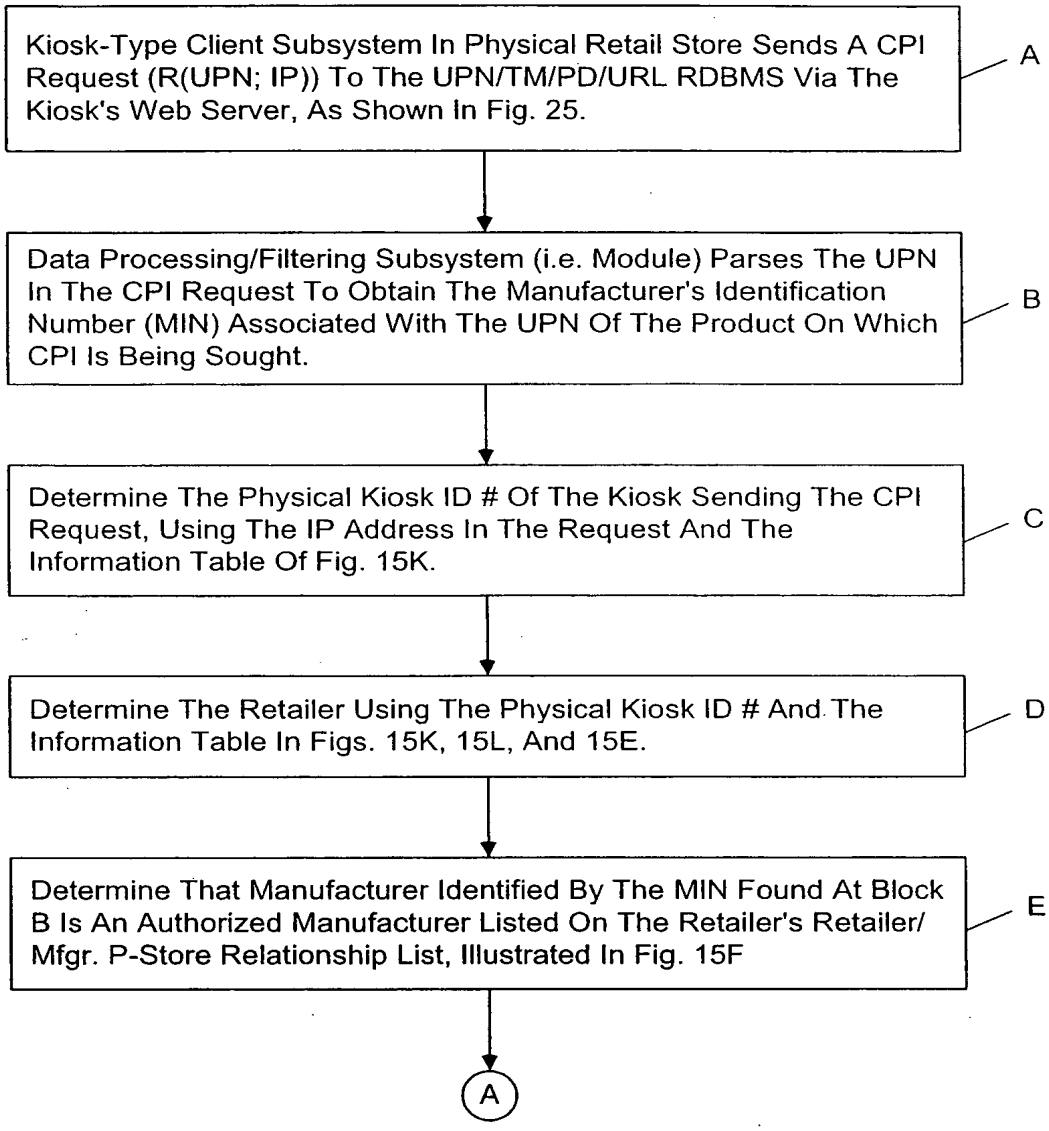


FIG. 26A

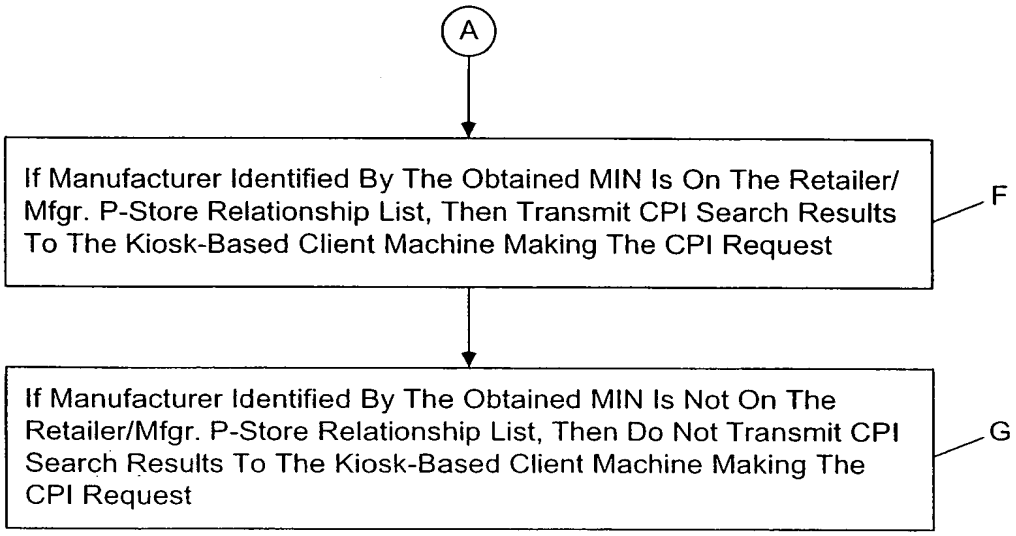

A
If Manufacturer Identified By The Obtained MIN Is On The Retailer/ Mfgr. P-Store Relationship List, Then Transmit CPI Search Results To The Kiosk-Based Client Machine Making The CPI Request
F
If Manufacturer Identified By The Obtained MIN Is Not On The Retailer/Mfgr. P-Store Relationship List, Then Do Not Transmit CPI Search Results To The Kiosk-Based Client Machine Making The CPI Request
G

FIG. 26B

Data-Processing Method Carried Out On CPI Requests Made By Consumers From Virtual-Type Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

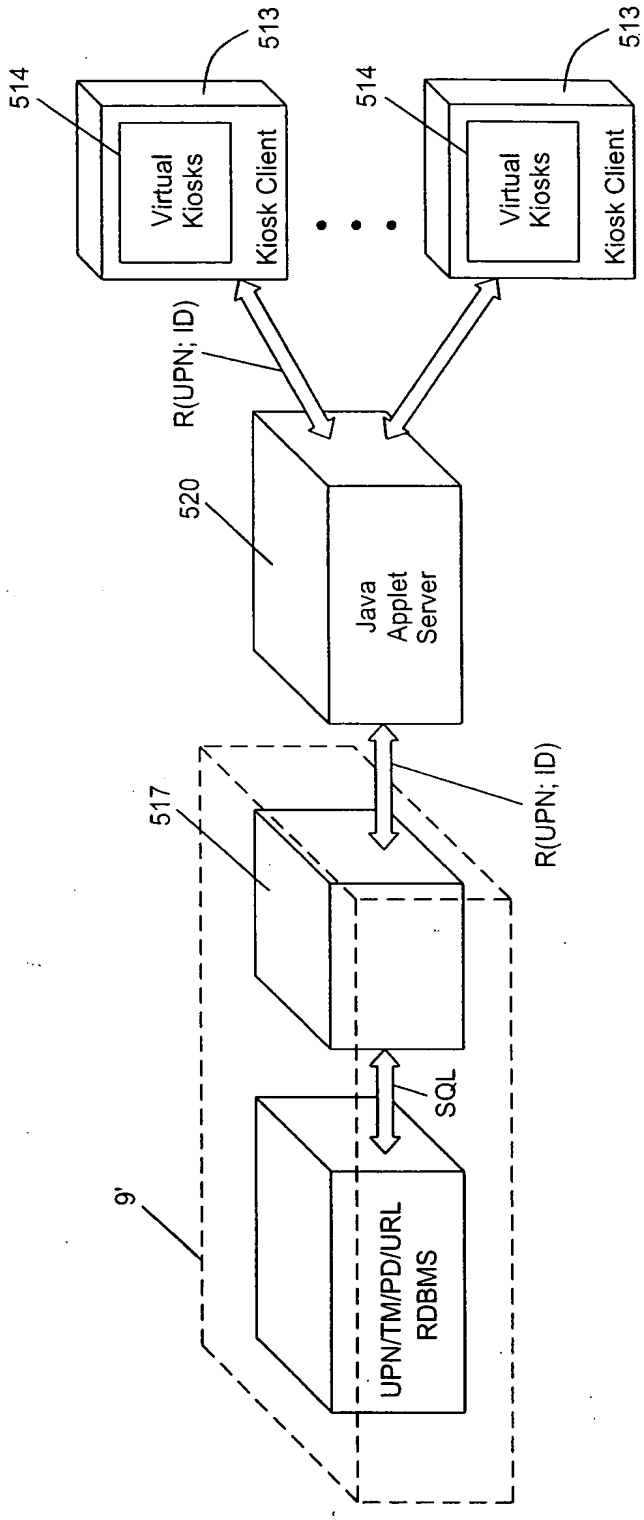


FIG. 27

Data Filtering On CPI Requests Made From Virtual (Applet-Enabled) Kiosks Deployed At An E-Tailers WWW Site Or E-Store

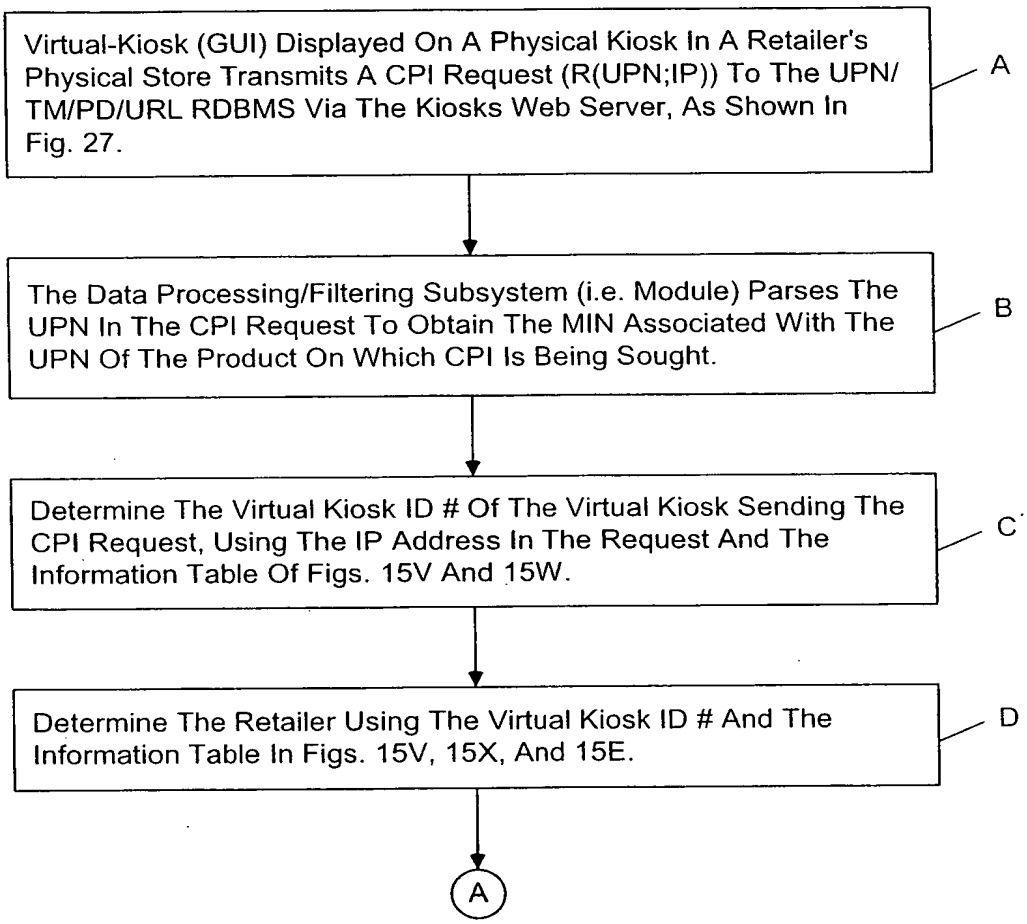


FIG. 28A

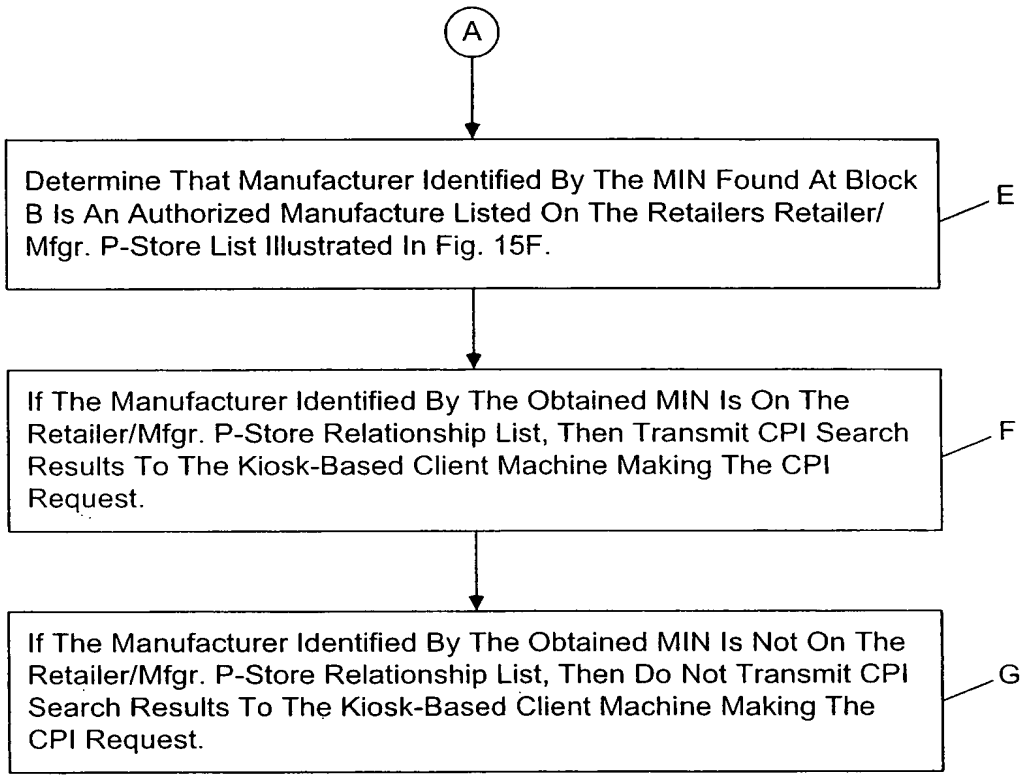

A
Determine That Manufacturer Identified By The MIN Found At Block B Is An Authorized Manufacture Listed On The Retailers Retailer/ Mfgr. P-Store List Illustrated In Fig. 15F.
E
If The Manufacturer Identified By The Obtained MIN Is On The Retailer/Mfgr. P-Store Relationship List, Then Transmit CPI Search Results To The Kiosk-Based Client Machine Making The CPI Request.
F
If The Manufacturer Identified By The Obtained MIN Is Not On The Retailer/Mfgr. P-Store Relationship List, Then Do Not Transmit CPI Search Results To The Kiosk-Based Client Machine Making The CPI Request.
G

FIG. 28B

Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign

FIG. 29

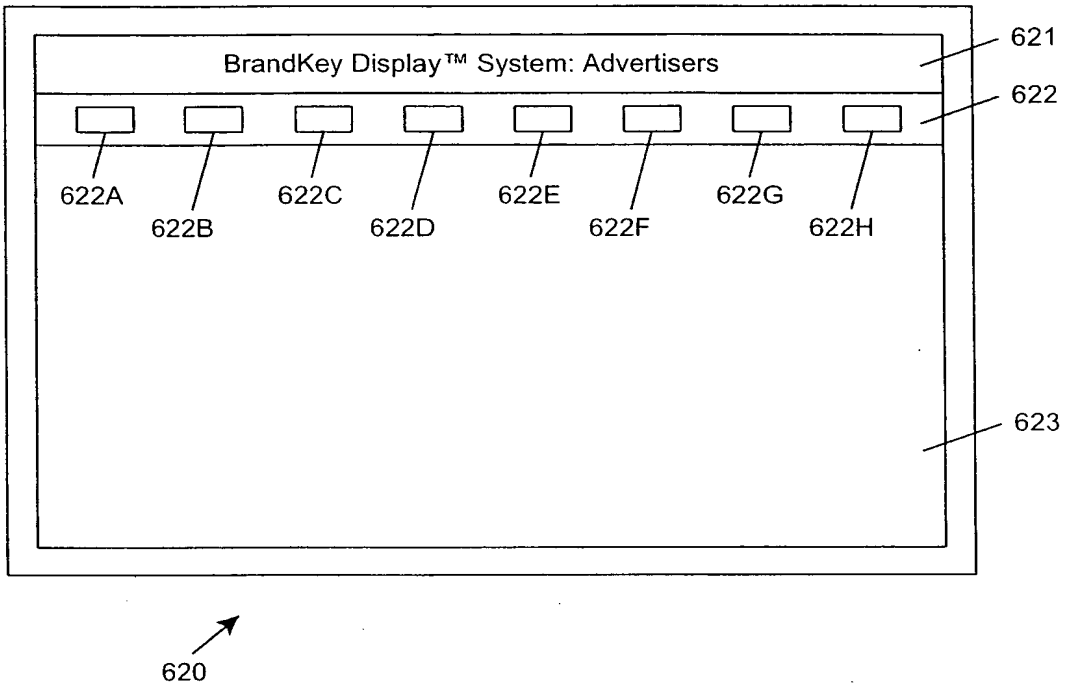

BrandKey Display™ System: Advertisers
621
622
622A
622B
622C
622D
622E
622F
622G
622H
623
620

FIG. 30

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

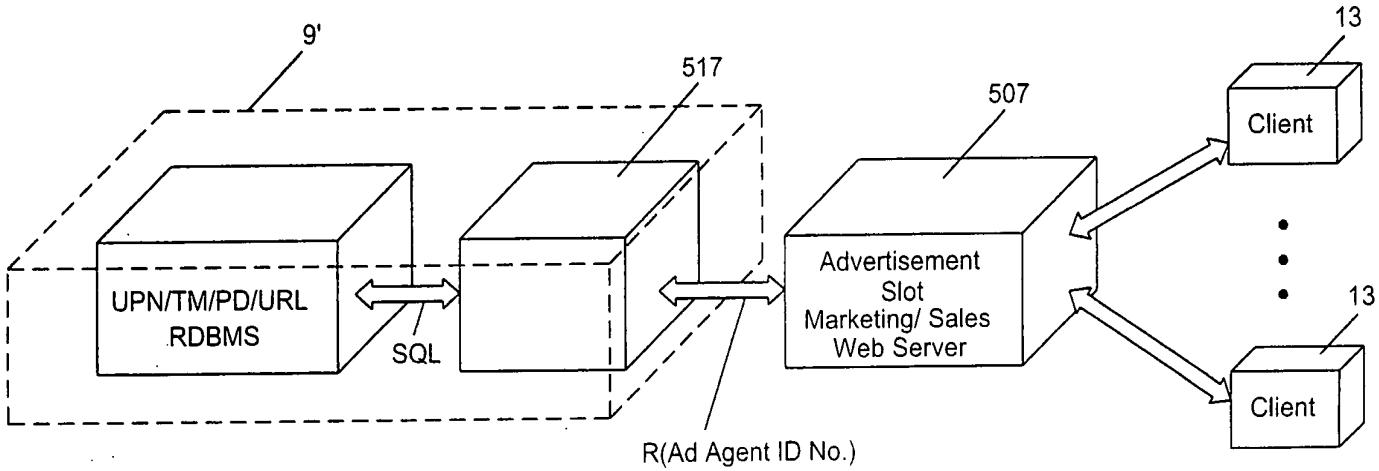


FIG. 31

Replacement Sheet

Data Processing Method For Generating A General Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

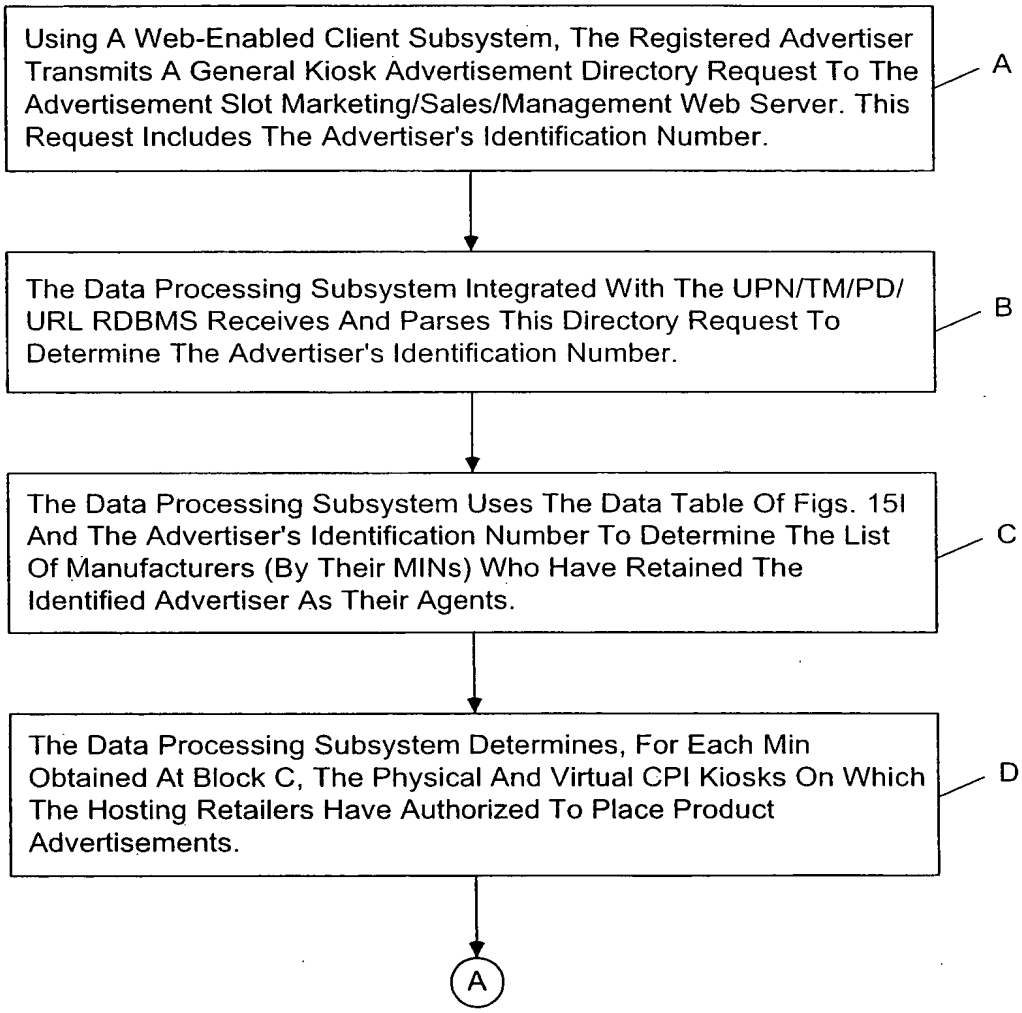


FIG. 32A

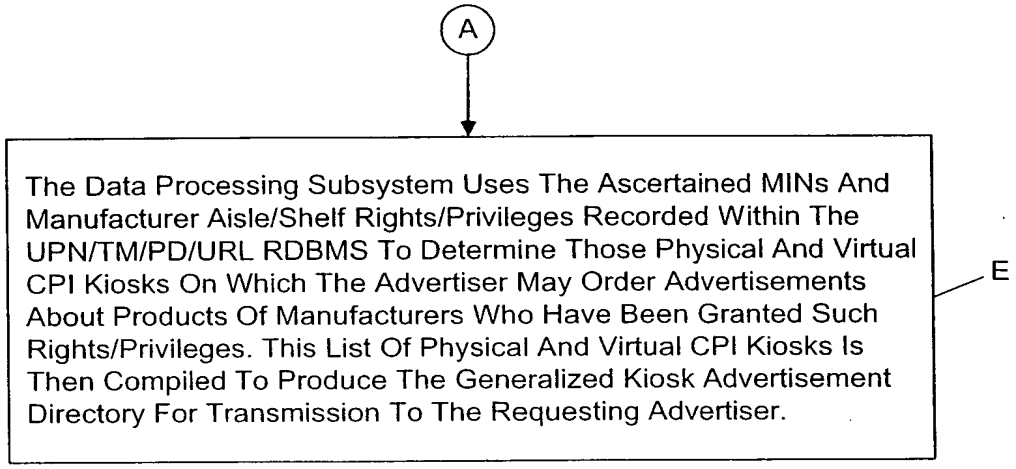

A
The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS To Determine Those Physical And Virtual CPI Kiosks On Which The Advertiser May Order Advertisements About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser.
E

FIG. 32B

Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

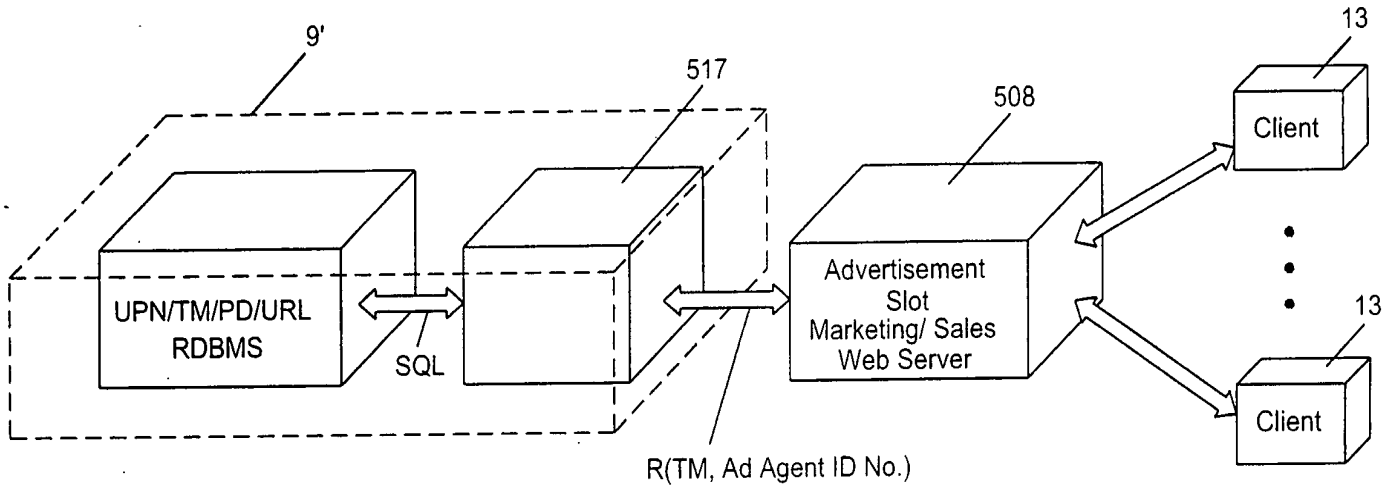


FIG. 33

Replacement Sheet

Data Processing Method For Generating A Brand Kiosk Advertising Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Advertiser Is Authorized By Retailers To Place Ad Spot Orders For Execution And Display

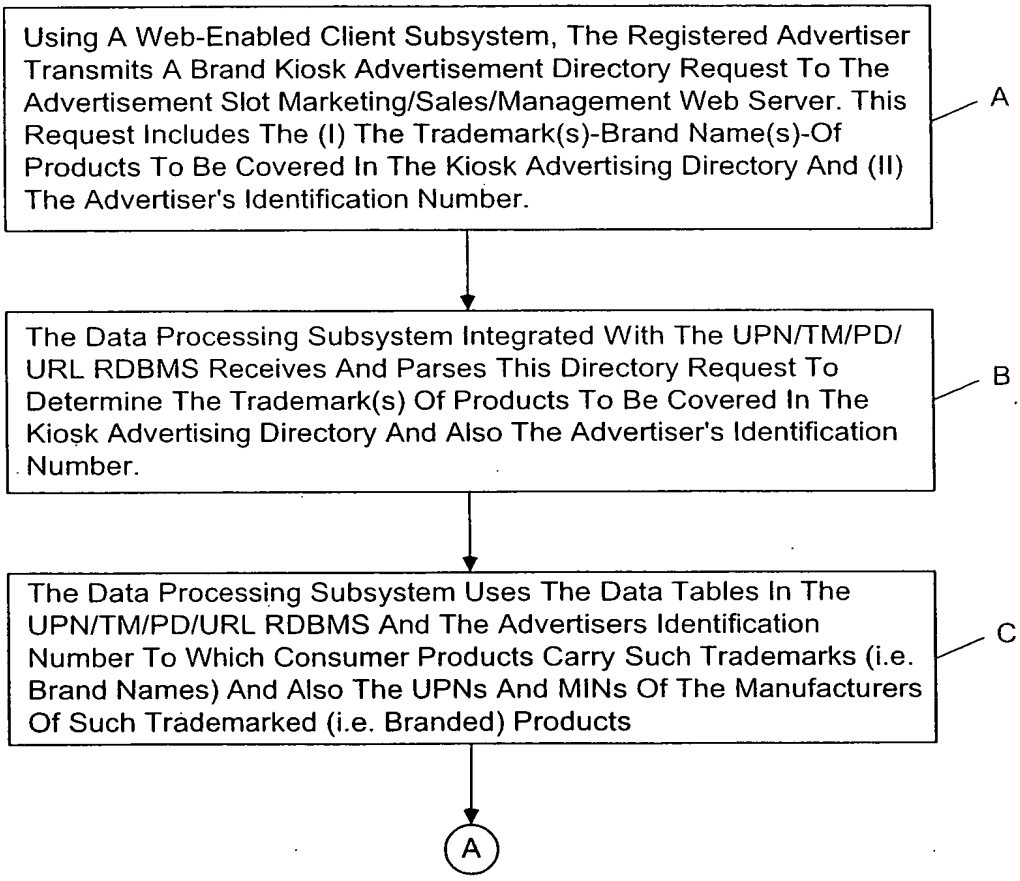


FIG. 34A

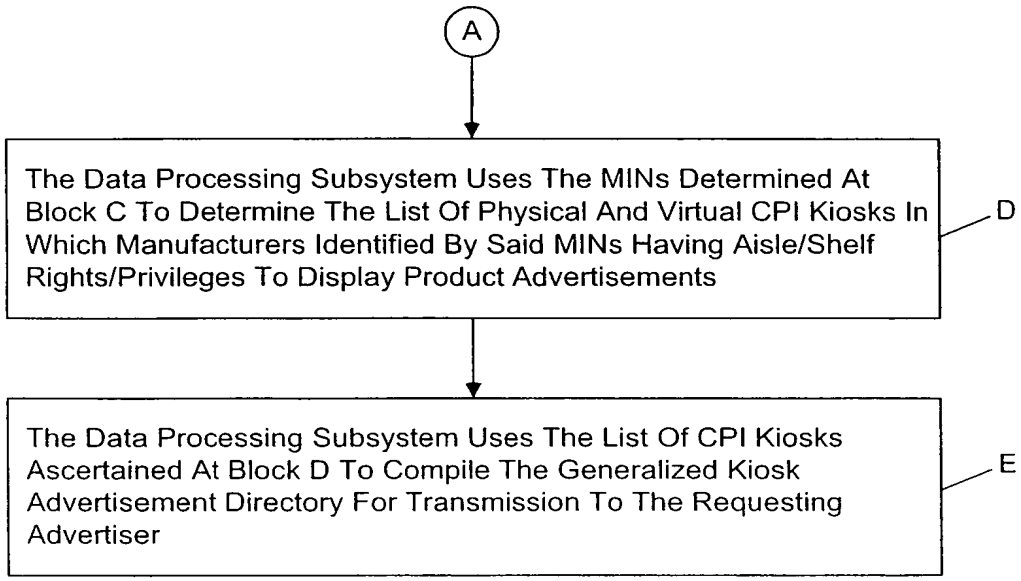

A
The Data Processing Subsystem Uses The MINs Determined At Block C To Determine The List Of Physical And Virtual CPI Kiosks In Which Manufacturers Identified By Said MINs Having Aisle/Shelf Rights/Privileges To Display Product Advertisements
D
The Data Processing Subsystem Uses The List Of CPI Kiosks Ascertained At Block D To Compile The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser
E

FIG. 34B

Modes of Information Service in the Consumer Product Promotion Marketing, Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign

FIG. 35

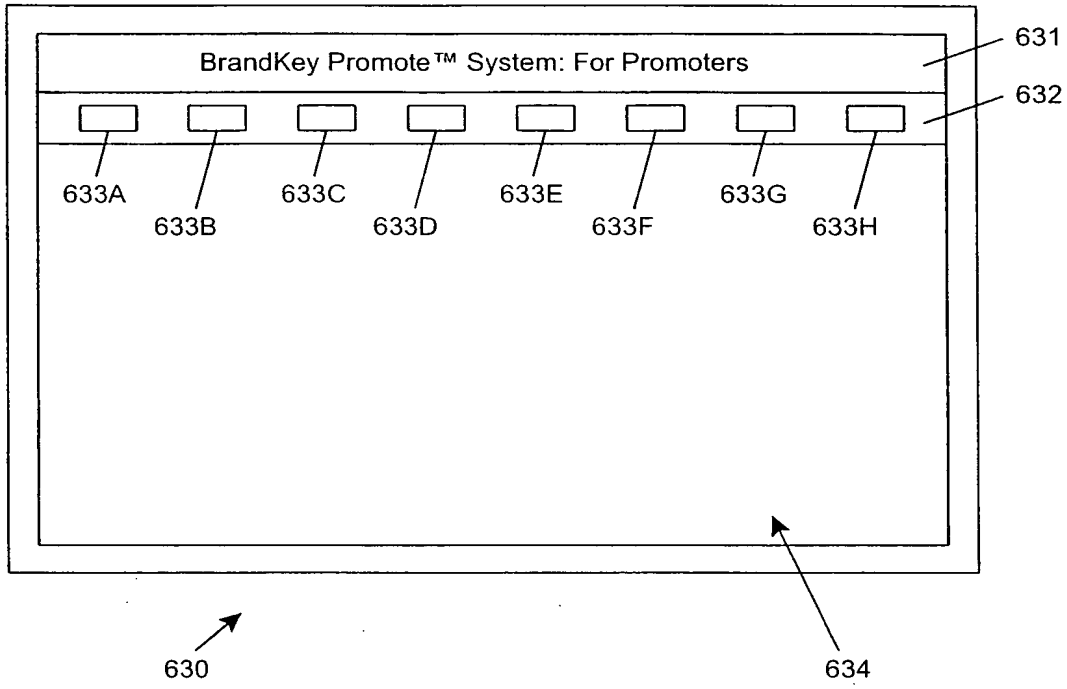

BrandKey Promote™ System: For Promoters
631
632
633A
633B
633C
633D
633E
633F
633G
633H
630
634

FIG. 36

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

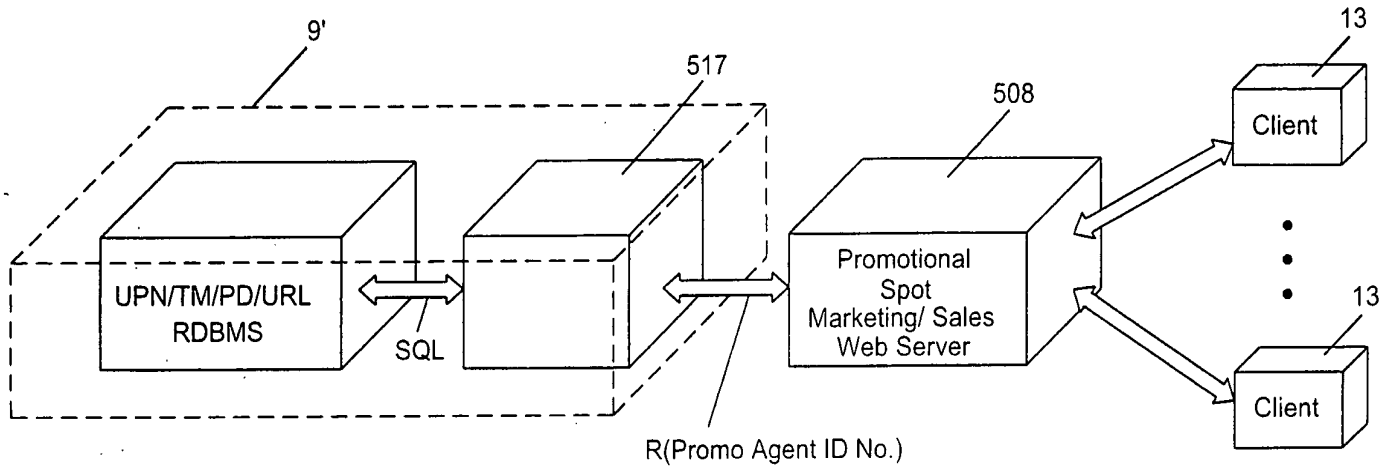


FIG. 37

Replacement Sheet

Data Processing Method For Generating A General Kiosk Promotion Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Promoter Is Authorized By Retailers To Place Promo Spot Orders For Execution And Display

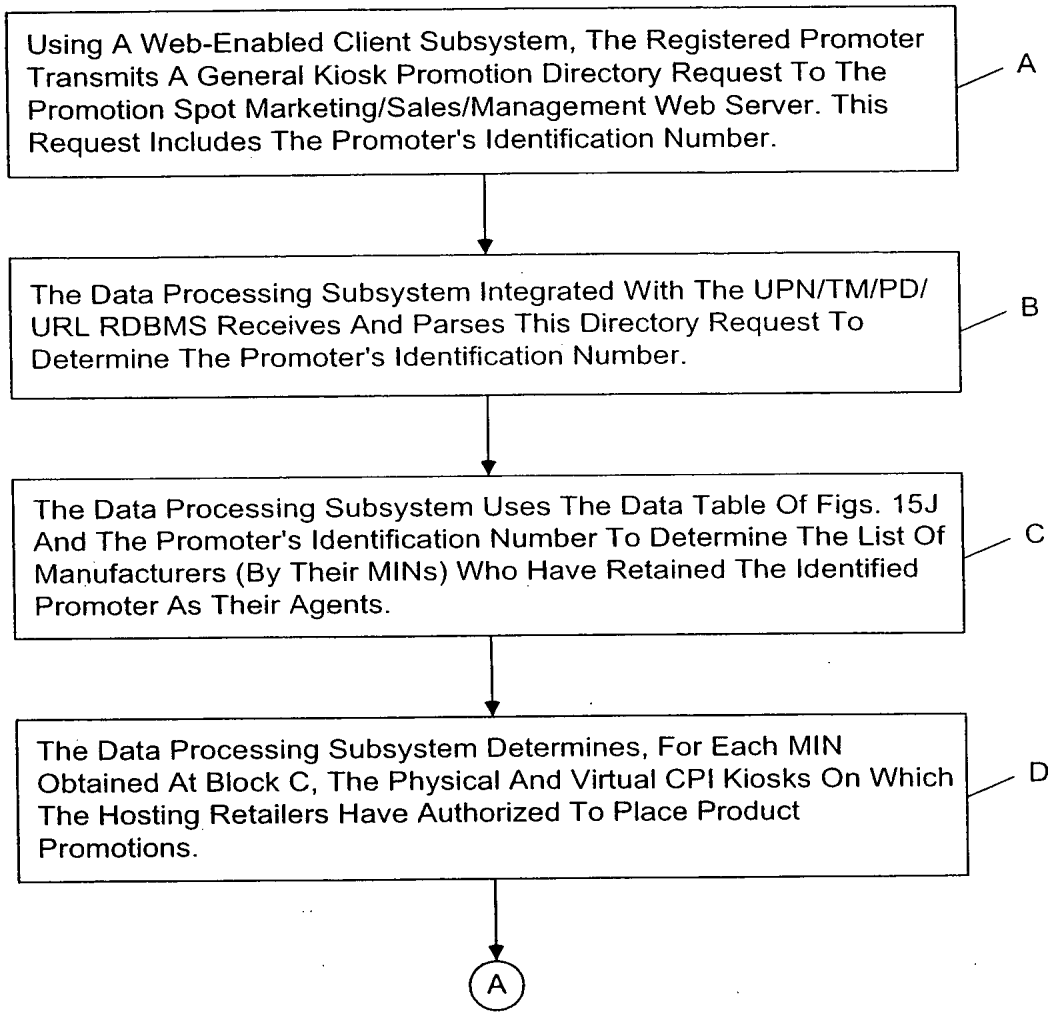


FIG. 38A

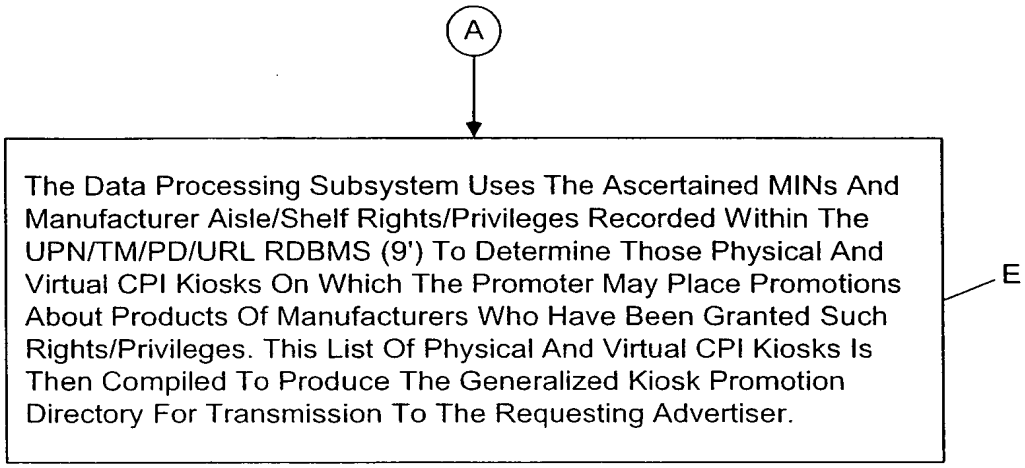

A
The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9') To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.
E

FIG. 38B

Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

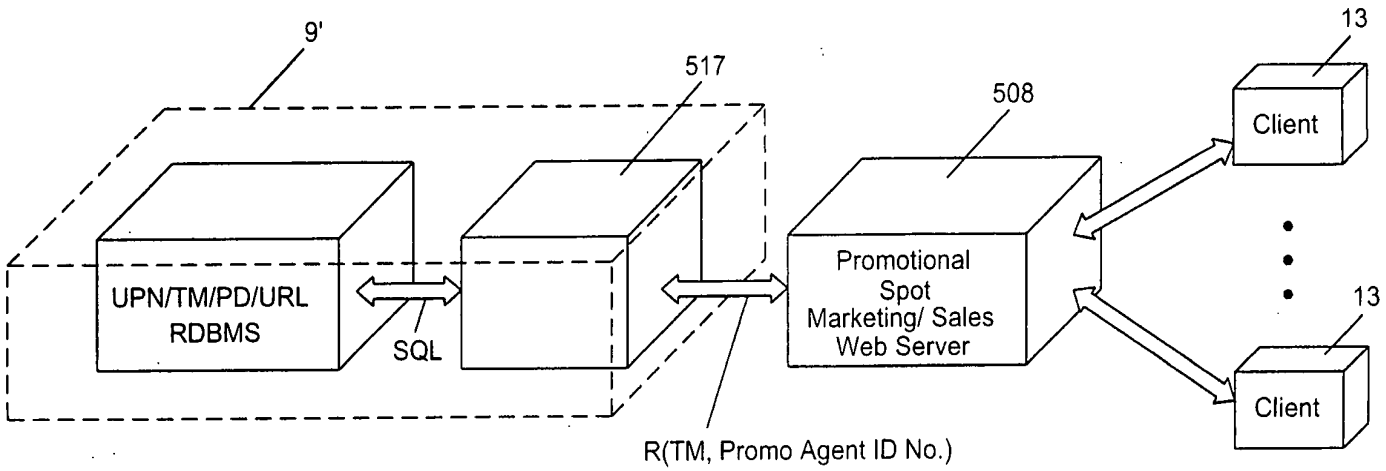


FIG. 39

Replacement Sheet

Data Processing Method For Generating A Brand Kiosk Promotion Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Promoter Is Authorized By Retailers To Place Promotion Spot Orders For Execution And Display

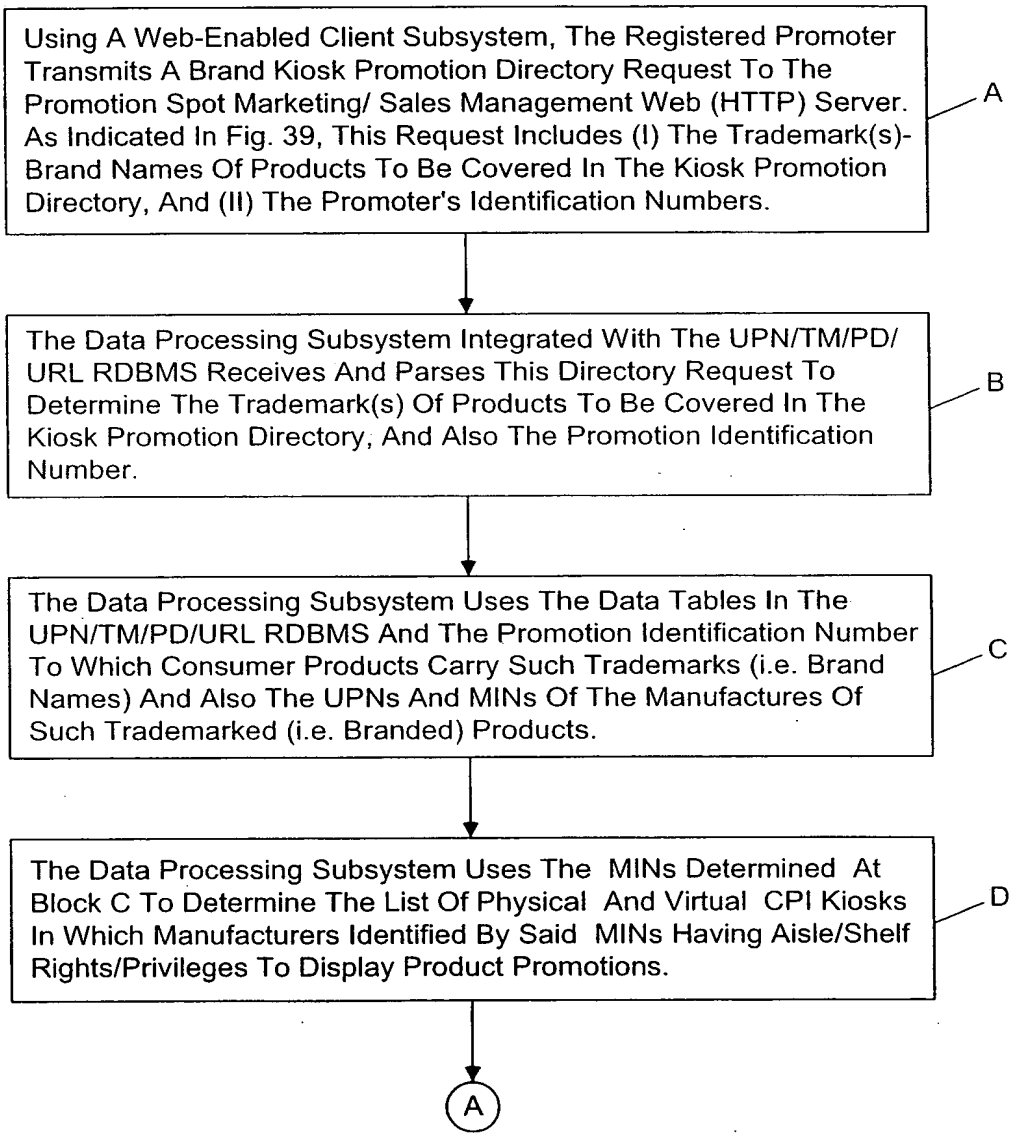


FIG. 40A

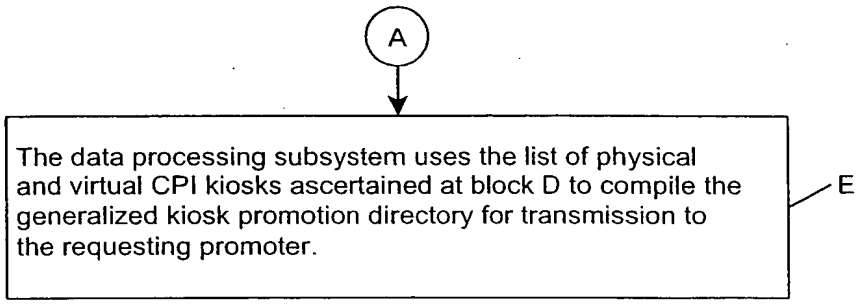


FIG. 40B

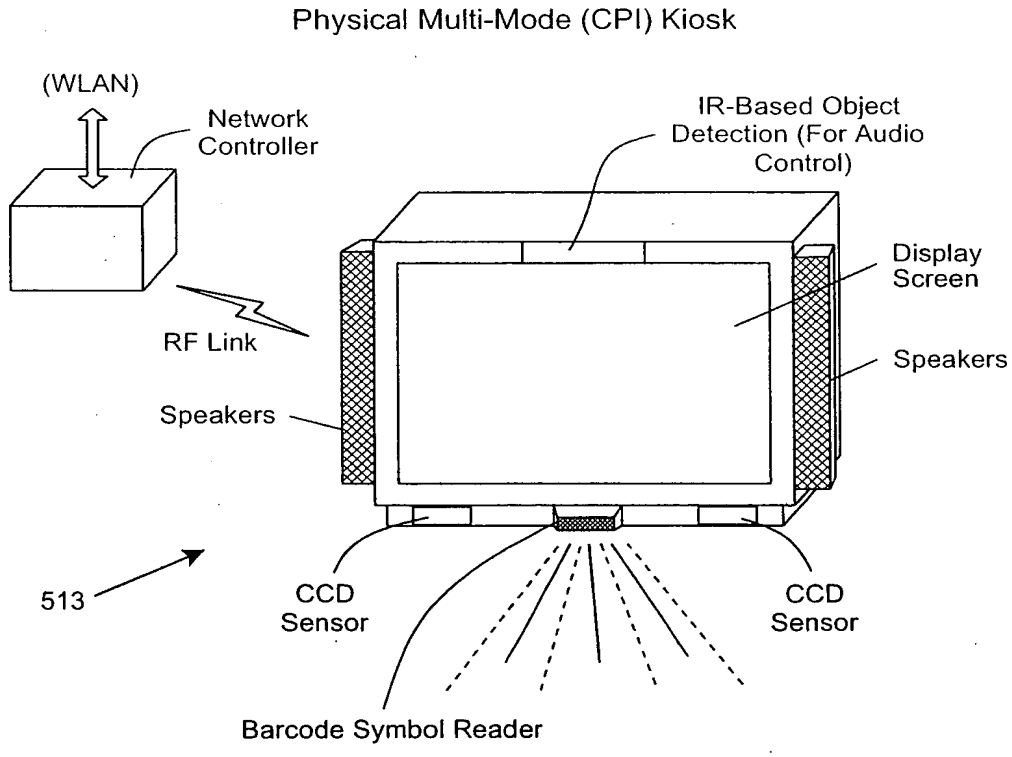


FIG. 41

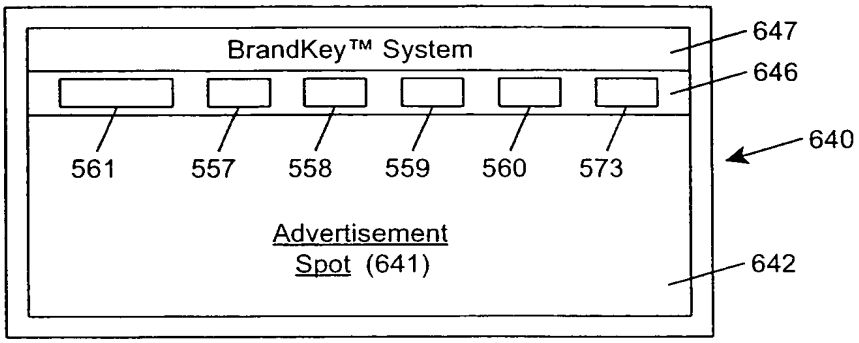


FIG. 42A

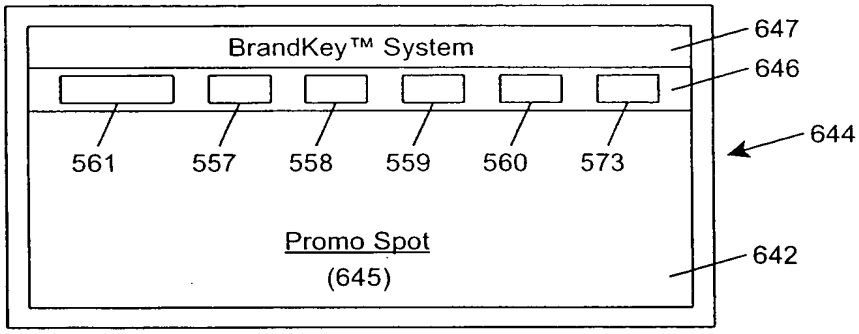


FIG. 42B

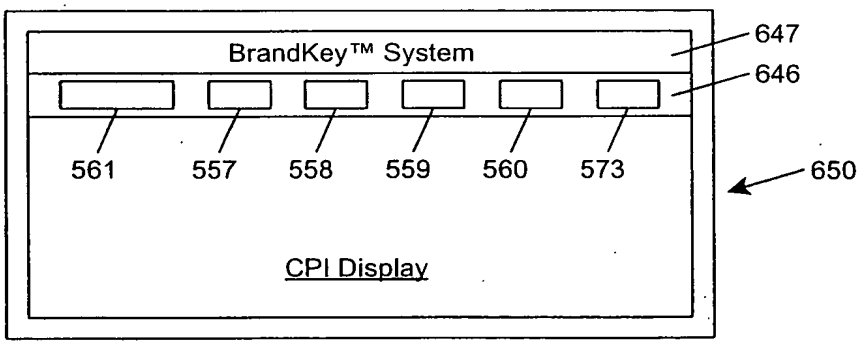


FIG. 42C

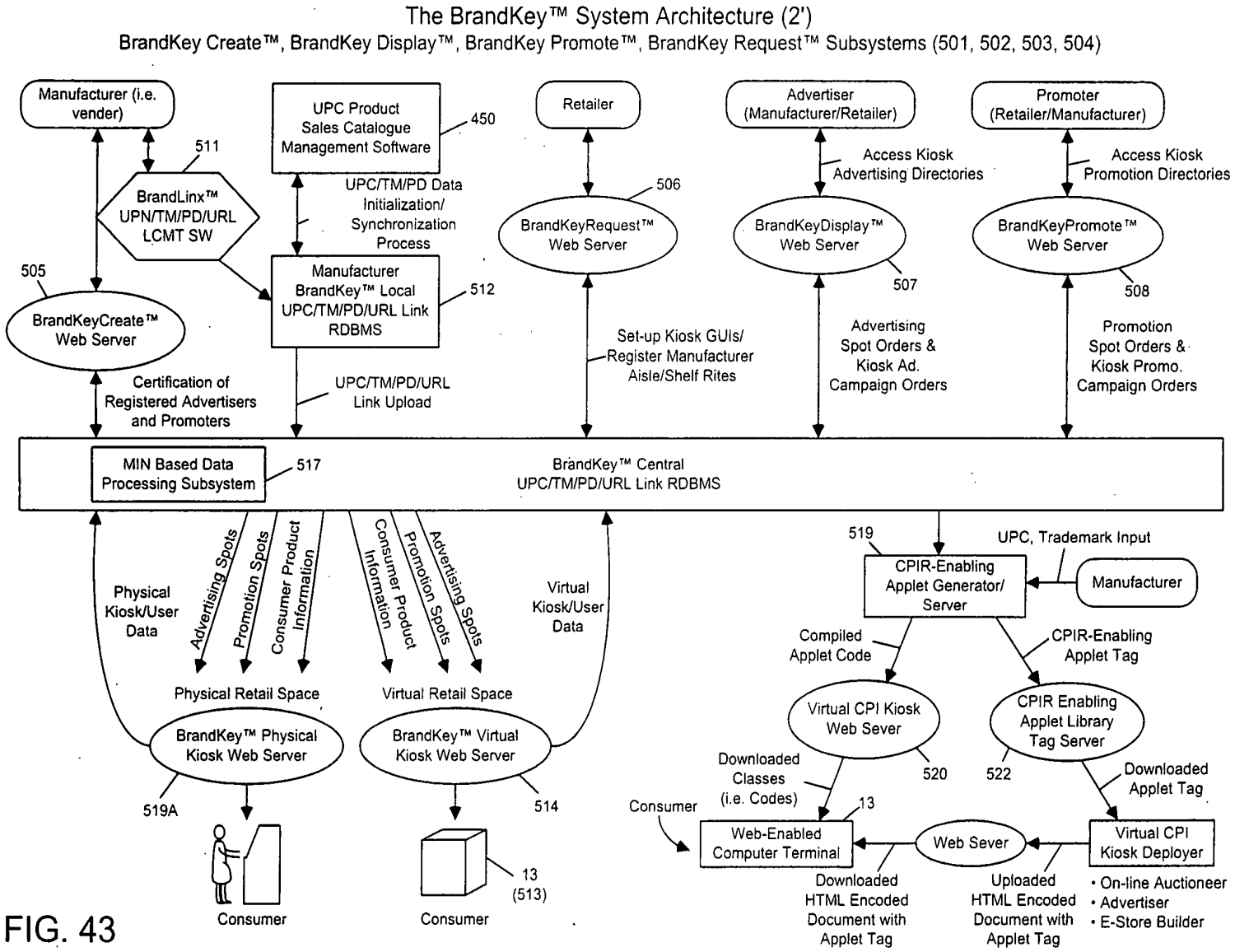


FIG. 43

Replacement Sheet